No. 355 March 1997

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First Issue of Mad Magazine

Invention of the Automobile

Invention of the Telephone

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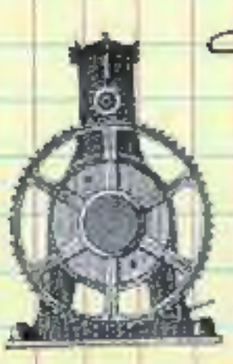

The Industrial Revolution

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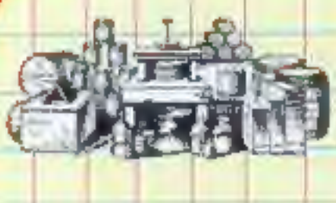

Creation of Music

Creation of Fine Art

Creation of the Theater

Exploration of the Seas

Invention of Writing

Domestication of Animals

Discovery of Fire

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MAD

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BACK COVER WRITER: DICK DEBARTOLO

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the usual gang of idiots

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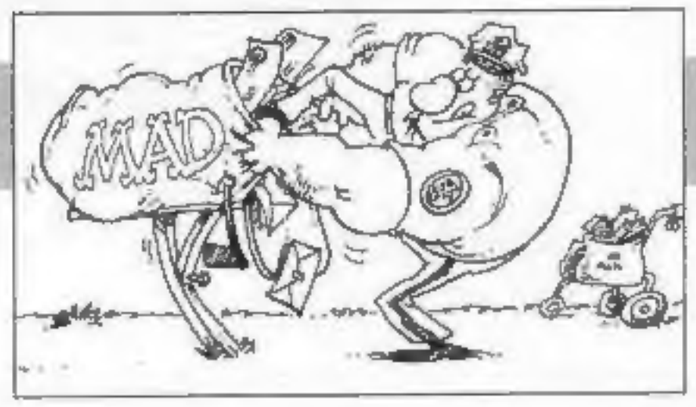


LETTERS &

ROM FOR YOUR LIFE!

After quite a few years of buying magazines with "free" software, calendars, posters and other assorted garbage tucked inside (with "free" meaning they tacked a couple of bucks on the cover price, so the item was NOT "free"), I found that MAD #350 (with the CD-ROM) is the only magazine that ever said "free" and meant it! That issue of your rag was definitely worth two and a half bucks, plus I got the extra bonus of hearing *It's a Gas* again, an experience I consider to be priceless! (or is it worthless? I forget.) MAD may be considered "trash" in some circles, but at least it's trash with INTEGRITY! Thank you for the FREE disk!

Wayne Hawk
Dousman, WI

FREE??! You mean *Godfrey* in accounting didn't bump up the issue's cover price as per our repeated memos?? That bungling, incompetent idiot! We're ruined!! Oh well...we guess the only way we can salvage anything out of this fiasco is if each of you uses your MAD CD-ROM to join America Online and visit the MAD site daily — heck, hourly! —Ed.

SAME-SEX MARRIAGE FOLD-IN

Congratulations! Job well done! Your Fold-In feature in MAD #351 pointing out our government's attempts to ban same-sex marriage was appreciated. It was a great moment when the transformed page revealed two men getting married by a priest in a supportive environment. We can only hope that this can positively affect at least a few people's attitudes.

Darren Polito
Terry Huth
Houston, TX

You should see what happens when you fold it over the OTHER way! Whatever you do, don't tell Pat Robertson! —Ed.

A GERMAN OF AN IDEA

In your movie satire "Disgracer" (MAD #351), you put an umlaut (two dots) over the o's in Arnold's voice balloons. In the German language, the umlaut only goes over the a, o and u.

Crystal D. Smith
Richmond, VA

No umlaut over the *o* in German? We know that, über grammar girl! But in "Disgracer," Arnold didn't speak German, did he, fraülein? Actually, if you listen to Arnold's movies, you realize he speaks NO known tongue from the civilized world! Besides, as any reader of MAD knows, we are down mit der German people! Alfred is in the haüse! Aüf wiedersehen, schatzie, and dänke schoen for writing! P.S. — Volkswagens rule! —Ed.

MEDICAL ADVICE

Thank you for providing me with many years of laughs. I'm 36 and have been a fan of MAD my whole life (except for the years before I could read). Whenever I get sick, the first thing I do is buy a MAD magazine, because it reminds me of the time my mom used to get me MAD when I had to stay home from school with the flu.

Bruce D. Weinstein, Ph.D.
Ponte Vedra Beach, FL

Dr. Bruce — Your letter struck us as a bit odd if not downright backwards. Usually, people read MAD first, and THEN they get sick! —Ed.

INSIGNIFICANT DATA

MAD #356 ON SALE MARCH 25!!

MAD SUPER SPECIAL #120 ON SALE MARCH 25!!

ATTENTION SUBSCRIBERS!

For all subscription-related matters (including change of address) in the U.S. and Canada, please call 1-800-4 MAD MAG or write P.O. BOX 52345, Boulder, CO 80322-2345! Please DO NOT phone, write, fax or E-mail our New York office — we're too dumb to help you there!

SUPER MARIO

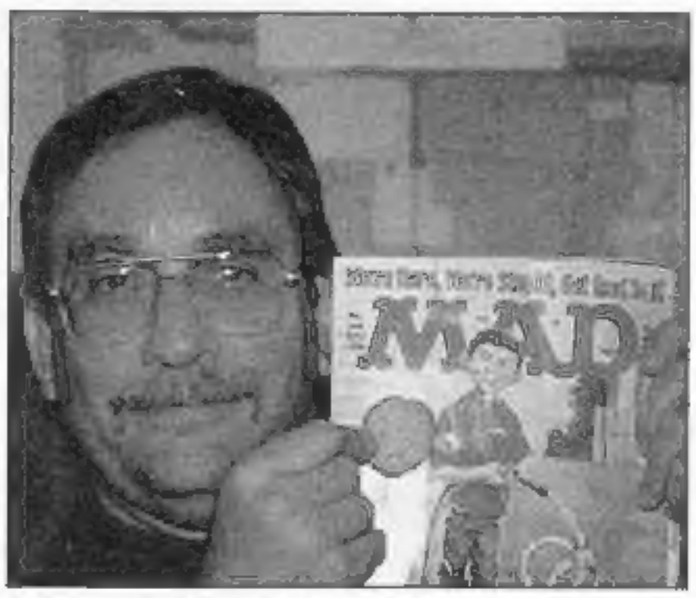
Former NY Governor Mario Cuomo reveals his long-time appreciation of MAD in one of a new series of television ads from Time Warner! You know, we truly believe with every fiber of our being that if the New York electorate had only been made aware of this during the campaign, they would have voted him out of office by a much *bigger* margin! Fa fa fa!

TOMATOES DEPARTMENT

MAD READER GOES CRACKERS

I have been a MAD reader since junior high school and have enjoyed it very much. However, as I enter my waning years I have begun to question the decisions of my youth. One decision in particular is whether I should continue my subscription to your rag! I have even succumbed to having to ask for some sort of sign from the powers of the Universe. Well, I believe I have received the sign I was looking for in the form of a Nabisco Melba Plain salad cracker. As you can see from the enclosed picture, I think you will agree with me that this particular cracker is formed in the shape of the beloved Alfred E. Neuman himself!

Joe M. Showers
Olathe, KS



Showers buddy — We've looked at your photo and read your claim, and it seems to us that when you sat down to enjoy some yummy crackers, you apparently also poured yourself a tall, frosty tankard of Monkey Juice! Tell you what — we're gonna send you a nice, big, mammoth-sized box of saltines — the kind they sell at those goofy price clubs — you get back to us if you find a Sylvester Stallone in there! And remember — it's crackers to slip a rozzer the dropsy in snide! —Ed.

ALFRED E-MAIL

It would be very crazy if you did a satire of the new live action film, *101 Dalmatians*. It would be funny if it ended with an unexpected visit by Bob Barker, who wants to neuter each and every one of those dogs personally.

Joe Klemm
FrankK1251@aol.com

Nice try, Klemm, but you still don't have what it takes to be one of The Usual Gang of Idiots! The way we see the spoof, we'd have the Dalmatians banding together to have Bob Barker involuntarily neutered! Then again, with the way Glenn Close looks in the movie, is that even necessary?? LOL! —Ed.

FAX MAD AT
(212) 508-4848

34 REASONS TO BUY OUR NEXT SUPER SPECIAL, BIG BAD MAD #4

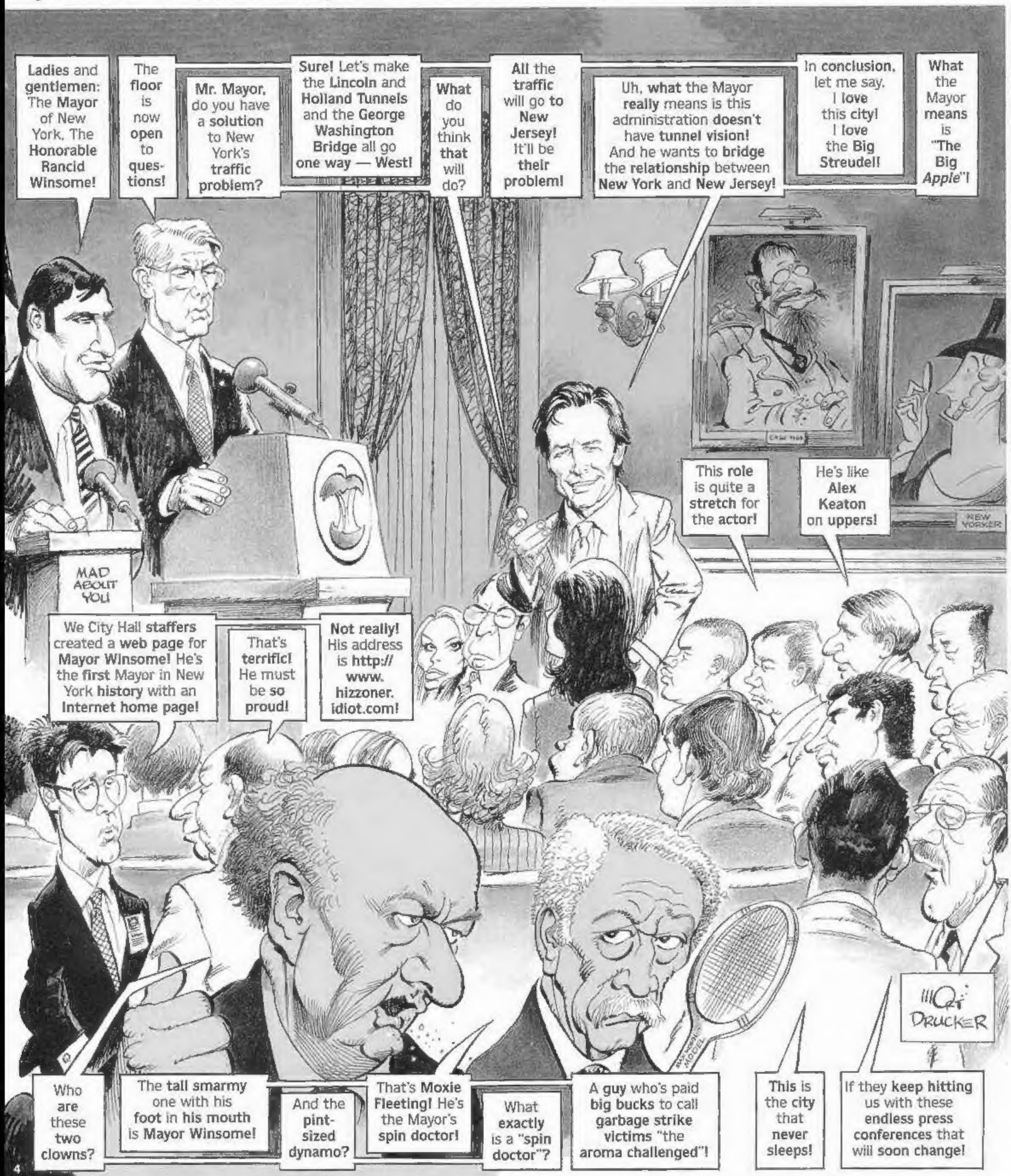
1. This Super Special contains important hidden clues as to what the "IND" in the MAD logo really means!
2. No crappy perfumed-scent-strips!
3. If you rearrange the letters of the words on page 8, your name appears!
4. In virtually every case, the writer has seen at least part of the movie he's spoofed in the Super Special!
5. One more chance to stick it to that crook Nixon!
6. It's the quickest, most efficient way to lower your cholesterol!
7. Unlike the last Super Special, this one's Fold-In sorta works when folded!
8. Each page has been pre-licked for ease of turning!
9. Any MAD success really pisses off the editors of our sister publications, *Time* and *Martha Stewart Living*!
10. It's your bridge to the 21st Century!
11. $100 Rebate (with the purchase of this Super Special and any other product offering a $100 rebate)!
12. No articles by that putz Andrew J. Schwartzberg!
13. We took a poll in the office and an overwhelming number of staffers agreed that $3.99 is a lot better in our pocket than it is in yours!
14. To impress Jodie Foster!
15. MAD is a great prison read!
16. The "A MAD Look At" is the one that Sergio Aragones drew while he was naked!
17. It's open 24 hours a day, 7 days a week for your convenience!
18. It's the one thing left in the world that Bill Gates won't make a single nickel on!
19. We've sold out! No more high-brow, literate references, just lots of cheap scatological and sexual innuendo gags!
20. Like *Star Trek* movies, the even-numbered Super Specials are always better!
21. The Super Special makes an excellent floatation device!
22. This is a very persuasive ad!
23. Your way of helping eliminate the glut of trees overcrowding our nation's forests!
24. Four out of five doctors recommend MAD Super Specials for their patients who read crap!
25. Our publisher has finally gotten a handle on the pesky toxic ink problem that has plagued us for years and wiped out so many previous readers!
26. A beloved pet's life hangs in the balance!
27. It's a proven itch fighter!
28. This particular Super Special is personally dedicated to your mother, _____ (fill in your mother's name here)!
29. It tastes like chicken!
30. Because in certain parts of the world, children go to bed hungry for a good humor magazine and you have one right here under your nose!
31. The security and comfort that comes with the feeling you've read these articles before!
32. Our goons will track you down and beat the bejesus out of you if you don't!
33. No Buttafuoco, Boutros Boutros-Ghali, Mujibur, Sirajul, or any other ripped-off Letterman comedy bits!
34. Because if you don't buy this Super Special, we fully expect you to sit down and write us the 34 reasons why you didn't!

Need More Reasons? Watch For Alfred E. Neuman on the Cover of BIG BAD MAD #4 (Super Special #120) *ON SALE MARCH 25!!*

**Please Address All Correspondence To: MAD, Dept. 355, 1700 Broadway, N.Y., N.Y. 10019.
MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope! Have a computer? Got a modem? Get a FREE DC Comics Online starter kit (featuring MAD online plus 15 FREE hours!) by calling 1-800-203-2600!**

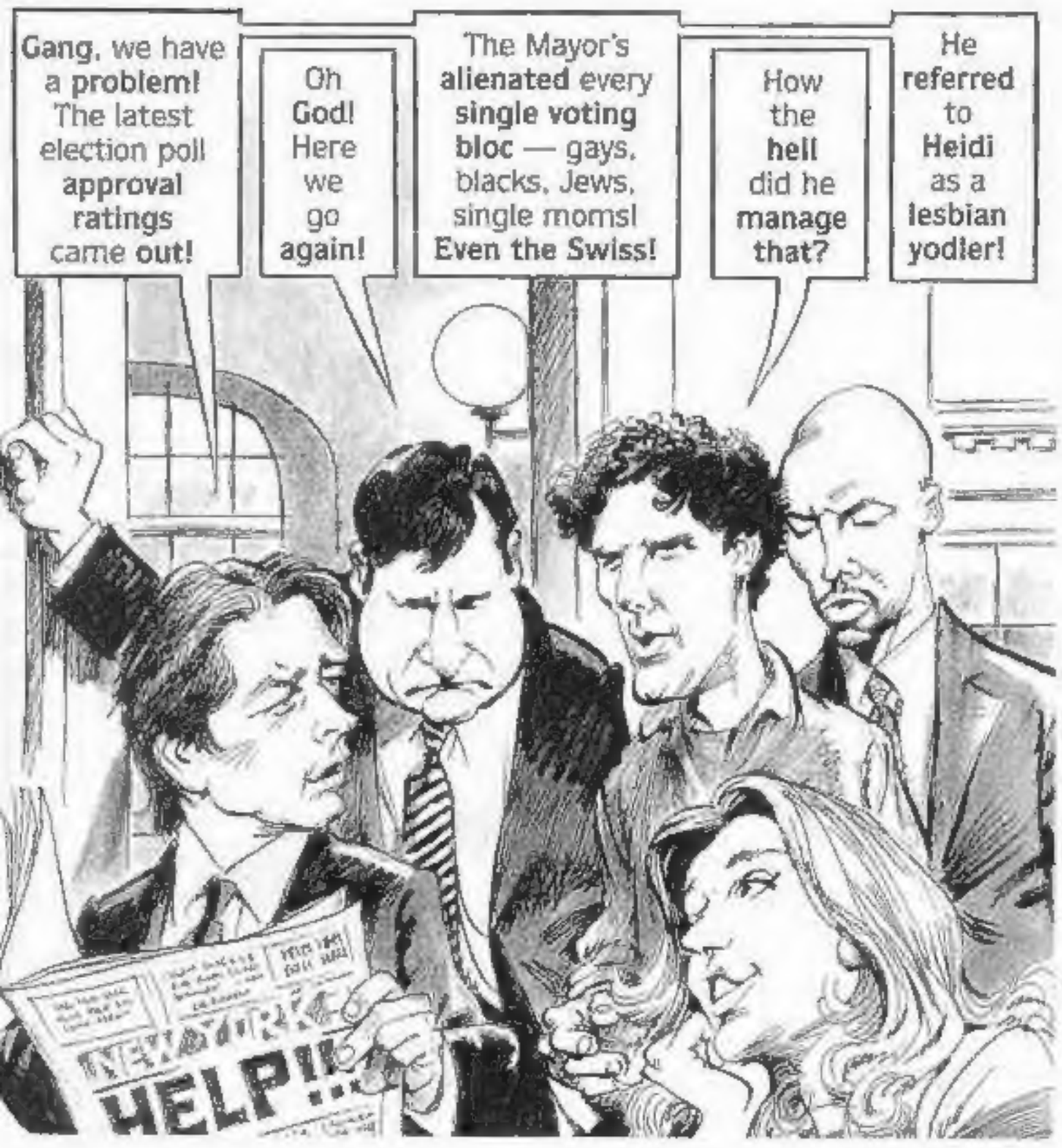
HOLD THE MAYOR DEPT.

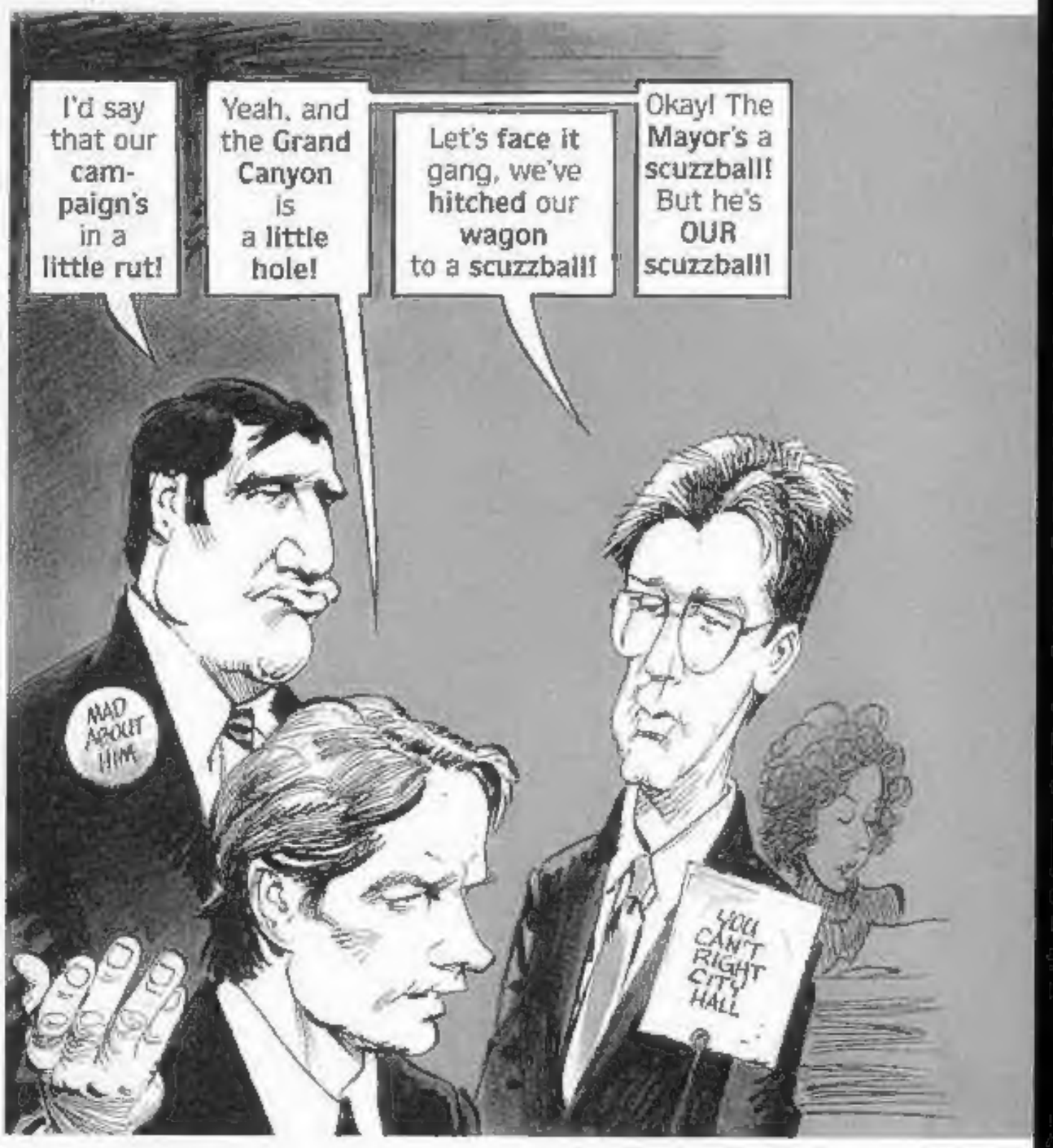
What is it about Hollywood that they think everyone wants to see shows about people in New York? You got *Seinfeld, Friends, The Single Guy, Law and Order, New York Undercover, Mad About You* and *Caroline in the City,* to name way too many! Now the latest entry, starring Michael J. Fox as the Deputy Mayor of this little hell hole! Good grief! As jaded New Yorkers, the LAST thing we want to see is another crappy show about our dirty, rotten, stinking...


Ladies and gentlemen: The Mayor of New York, The Honorable Rancid Winsome!
The floor is now open to questions!
Mr. Mayor, do you have a solution to New York's traffic problem?
Sure! Let's make the Lincoln and Holland Tunnels and the George Washington Bridge all go one way — West!
What do you think that will do?
All the traffic will go to New Jersey! It'll be their problem!
Uh, what the Mayor really means is this administration doesn't have tunnel vision! And he wants to bridge the relationship between New York and New Jersey!
In conclusion, let me say, I love this city! I love the Big Streudel!
What the Mayor means is "The Big Apple"!
MAD ABOUT YOU
This role is quite a stretch for the actor!
He's like Alex Keaton on uppers!
NEW YORKER
We City Hall staffers created a web page for Mayor Winsome! He's the first Mayor in New York history with an Internet home page!
That's terrific! He must be so proud!
Not really! His address is http://www.hizzoner.idiot.com!
Who are these two clowns?
The tall smarmy one with his foot in his mouth is Mayor Winsome!
And the pint-sized dynamo?
That's Moxie Fleeting! He's the Mayor's spin doctor!
What exactly is a "spin doctor"?
A guy who's paid big bucks to call garbage strike victims "the aroma challenged"!
This is the city that never sleeps!
If they keep hitting us with these endless press conferences that will soon change!
DRUCKER

SPIT CITY

ARTIST: MORT DRUCKER WRITER: JOSH GORDON


Gang, we have a problem! The latest election poll approval ratings came out!
Oh God! Here we go again!
The Mayor's alienated every single voting bloc — gays, blacks, Jews, single moms! Even the Swiss!
How the hell did he manage that?
He referred to Heidi as a lesbian yodler!
HELP!!


I'd say that our campaign's in a little rut!
Yeah, and the Grand Canyon is a little hole!
Let's face it gang, we've hitched our wagon to a scuzzball!
Okay! The Mayor's a scuzzball! But he's OUR scuzzball!
MAD ABOUT HIM
YOU CAN'T RIGHT CITY HALL

I admire Moxie's "can-do" attitude! I just love when he gets up on a soap box!
I wish he would get up on a soap box! Right now it looks like the water cooler's speaking!

We can turn this thing around! We need to get out the votes!
I can deliver my people!
Clotter, who are your people?
Gay, black men in civil service wearing $800 Armani power suits!
Not exactly a groundswell, but it's a start!

Sir, we have to talk about our problems!

What problems?

Have you seen today's paper?

Only "Garfield" and the shiatsu massage ads!

Right THERE is one of our problems!

I SURVIVED ROCKY HORROR

These are from the staff, sir! Florsheim shoes laced with shrimp and cocktail franks!

What's this all about?

Well, since you keep putting your foot in your mouth...

Are you saying that I'm in trouble!?

Let me put a positive spin on this! You're the first Mayor in city history to unite New Yorkers!

I am? Really?

Yes, sir! They all HATE you!

MAYOR CULPA

They ALL hate me?!?

It seems the only demographic group supporting you is "White Males, 28-55, with nice hair"!

Well, is there any way we can work with that?

Sir, you have alienated a portion of the electorate and it may not skew favorably when they exercise their franchise!

Translate, Moxie! Without the spin!

New Yorkers think hizzoner sucks!

SPORTS

METS

GIANTS ON THE ROPES

DAILY NOOSE

HUNG JURY

Mr. Mayor, last week a teenage gang jacked a car and you've done nothing about it!

Miss Schafter, lots of cars are jacked!

This was a subway car!

May I say we are on top of this! From now on, we are installing The Club on every subway car in the city!

Mayor Winsome, isn't it true that you are simply a puppet? That you are told what to say by the Deputy Mayor?

Let's clear up that rumor once and for all! Moxie, please step up to the podium!

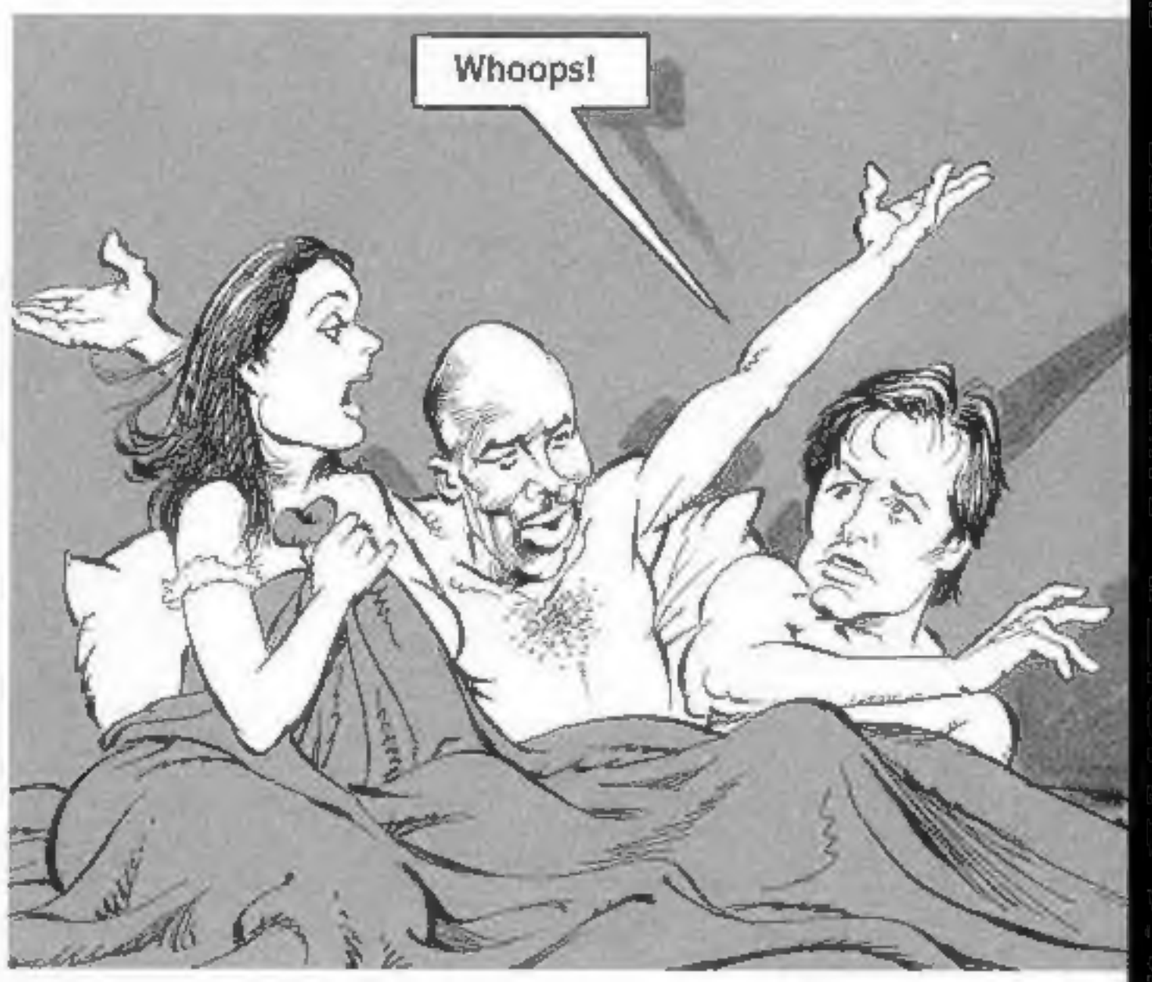
Uh, maybe it would be better if Moxie e-mailed his response!

I love this "thing" that happens here on the show!

What? That we're enemies out in City Hall, but lovers here in the bedroom?

No, that every week the plot and your dress seem to unravel at the same time!

I think it's unhealthy to bring your office home with you!
Nonsense! What's the harm?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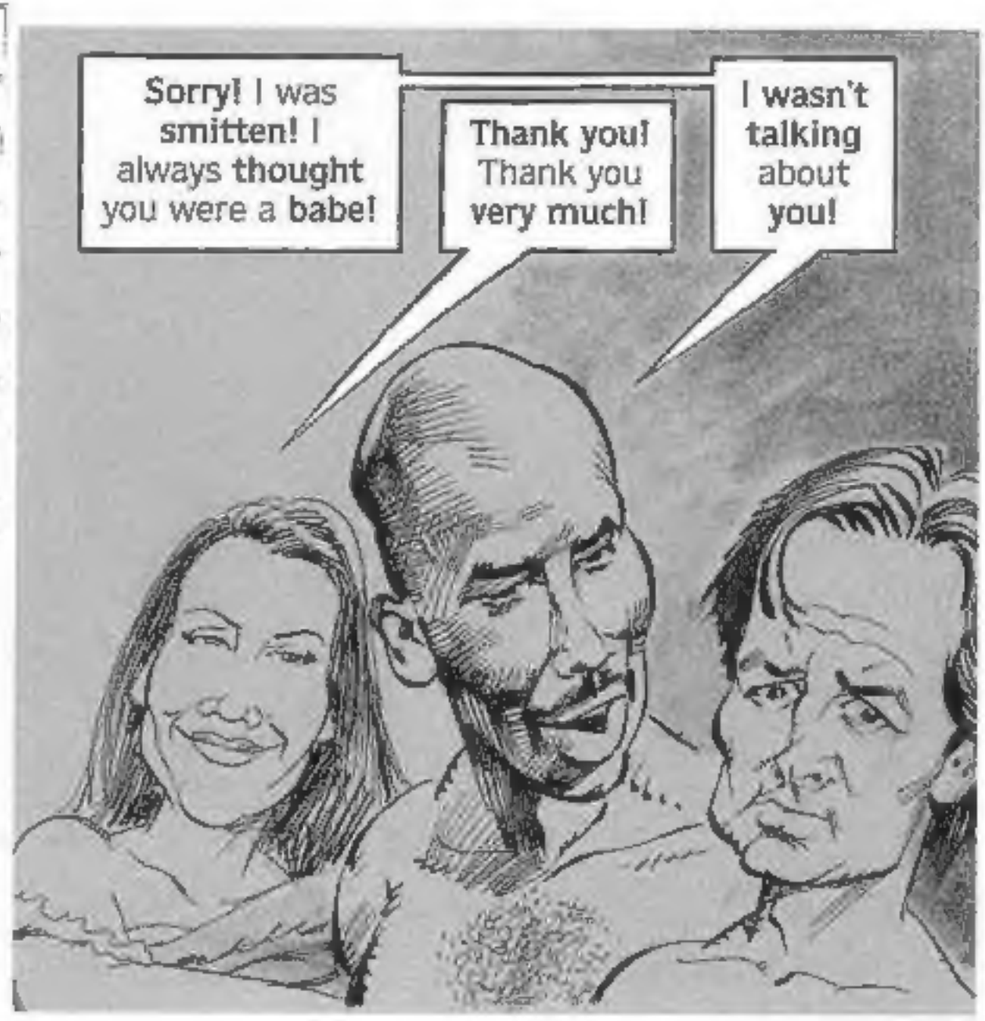

Sorry! I was smitten! I always thought you were a babe!
Thank you! Thank you very much!
I wasn't talking about you!

Would you call this a romantic comedy in the political arena or a political comedy in the romantic arena?
I'd call this a marginal comedy in the copycat arena!
Copycat?
Yes! We're clearly doing Paul and Jamie from *Mad About You*!
I'LL SAY!

Moxie, I'm worried this job is getting to you!
Uh, why's that, Rashley?
At the moment of climax you shouted Ed Koch's name!
FARRAH'S FAUCET
DUCK
SS. RUB-A-DUB

My career is important! You have to realize I have a strong commitment to the political process! I want to get this country moving again!
You already are! Right now people all across America are scurrying for their remotes!
CLICK!
CLICK!
CLICK!
CLICK!

Moxie, grab a beer! We're drowning our sorrows!

Guys, it's difficult for me coming in here like this!

Because our guy lost in a land-slide?

Because I'm pushing 40 and bartenders STILL ask me for ID!

Moxie, I'm taking a few years off and coming back! I'm running for a position with more importance than Mayor!

Deputy Mayor!

What position is that, sir?

Wait a minute! I'm a spin doctor! I shape politicians! I change images! You, sir, are getting a makeover!

First, we'll dump the health diet and fatten you up with some double cheeseburgers and large fries...

Next, America loves a philanderer, so we visit a trailer park and get you a couple of babes...

Great! Now you're ready to aspire to higher office!

What about you and YOUR image, Moxie?

Don't worry! I've got it covered!

WELCOME TO RED LIGHT TRAILER PARK

THELMA AND LOUISE

You're him, by George!

GEORGE STEPHANOPOULOS MODEL

Uh, Moxie, where are we going?

To the White House! We couldn't possibly be any worse than Clinton or that guy who just left!

But we're slick and slimy! We're reprehensible, and I'm unethical!

Trust me, sir! We'll blend right in!

THE END.

Those of you who do pay your taxes will recognize this little excerpt from the popular "1040" Form:

1040 **U.S. Individual Income Tax Return** **1 96**

		Yes	No
Presidential Election Campaign	Do you want $3 to go to this fund?		
	If a joint return, does your spouse want $3 to go to this fund?		

It may be only one line, but it's the only time that taxpayers actually get to choose where their money goes! And personally, we relish the annual opportunity to check off that "no" box and try to scribble the words "Let those crooked dirtbags pay their own way!" into the margin! In fact, we like it so much, we want more choices — even if they are only choices about which toilets our hard-earned dollars get thrown down! C'mon, just imagine the illusion of power and control we'd all feel..

If the IRS had to Ask for Voluntary Contributions for EVERYTHING in the Federal Budget

SCHEDULES F&G

Department of the Treasury
Internal Revenue Service

Schedule M – Voluntary Contributions

► Attach to Form 1040 ► If already attached, detach.

96

Attachment Sequence No. 07

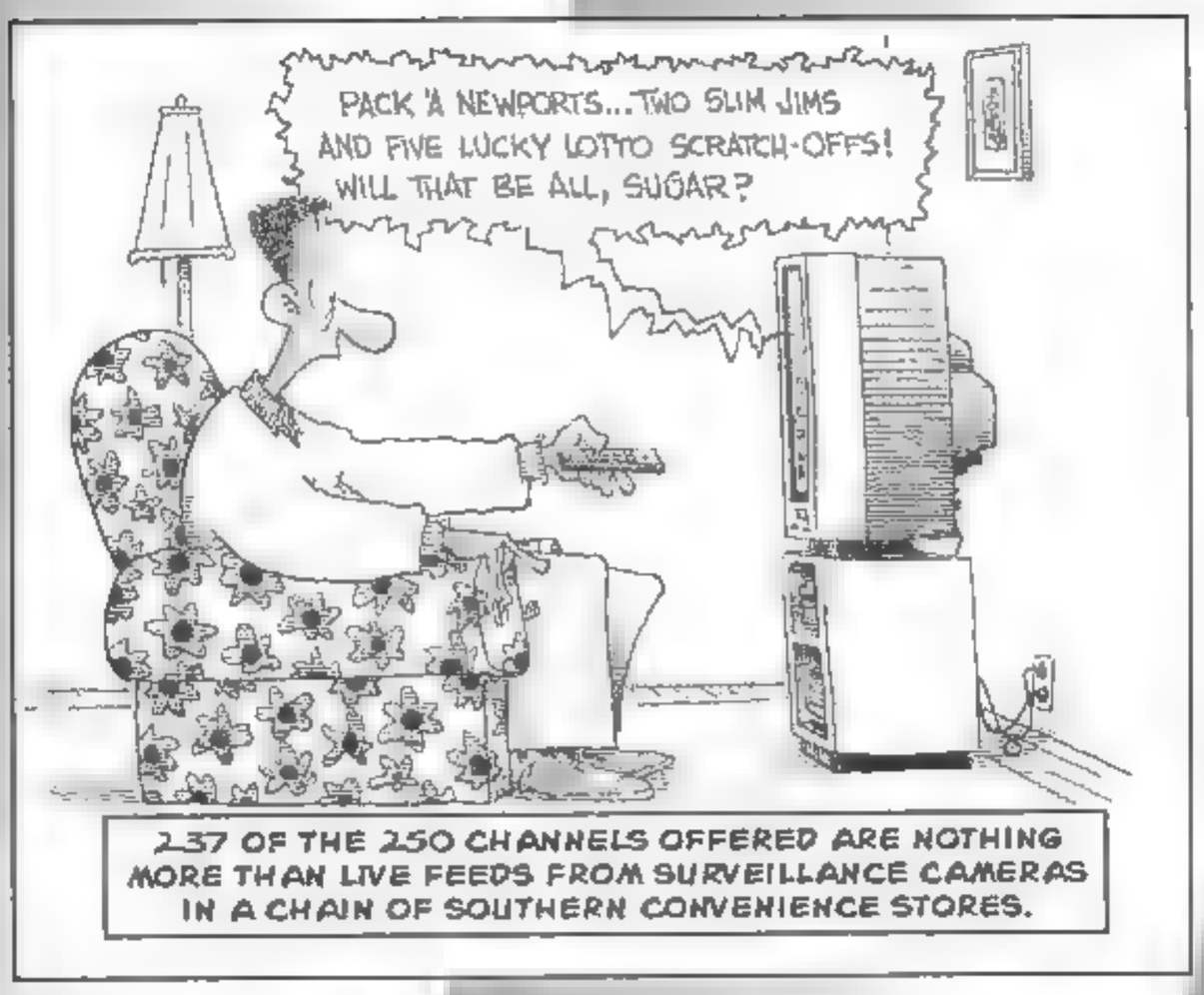
		YES	NO
1.	Can we give $7 of yours to a multi-millionaire defense contractor who'll use it to illegally pay for his company's Christmas party?		
2.	Would you contribute $19 so the NEA can subsidize no-talent psychos who fling feces and urine at canvasses, then call themselves "artists"?		
3.	Can you spare $39.75 for yet another pay raise for Congressmen who already make five times as much as you do?		
4.	Are you willing to pay $27.45 in Foreign Aid — which will probably just wind up lining the pockets of some tin-horn dictator?		
5.	Do you want to give $26.09 to fund research of cow flatulence, fruit fly mating habits and any other cockamamie thing that scientists can dream up so they won't be unemployed?		
6.	Would you contribute $6.59 to help the ATF and FBI stage long, pointless stand-offs with religious cult groups and right-wing militias?		
7.	Can we earmark $19.47 of your taxes to pay overdue phone sex bills rung up by Department of Agriculture workers during business hours?		
8.	Do you want $44.90 to go towards the development of new Federal rules and regulations to drive your employer even closer to bankruptcy?		
9.	Could you give $39.50 to help defray the cost of persecuting and harassing whistle blowers throughout the government who expose waste, fraud and corruption?		
10.	Will you chip in $58.70 for a new fighter jet that the military doesn't even want but they're building anyway because the factory is in an influential Senator's state?		
11.	Would you pay $39.25 for the cost of re-printing billions of government forms just so they can all say "Complies with the Paperwork Reduction Act"?		
12.	Do you want $5.99 to go toward maintaining our Strategic Helium Reserve that's kept America a top dirigible power ever since WWI?		
13.	Can you give $25 to send U.S. weapons to foreign countries and an additional $25 to send more to the countries they're fighting against?		
14.	Would you pay $3.77 to continue the IRS Taxpayer Hotline even though 1/3 of the tax advice is wrong and can land you in jail if followed?		

WRITTEN BY MIKE SNIDER

DISH IS THE WINNER OF OUR DISCONTENT DEPT.

Gadget geeks everywhere have been snatching up the latest in television technology: the Digital Satellite System (DSS). Thanks to this wonder dish, DSS owners no longer have to settle with the mere 30 or 40 crappy channels cable TV offers – they can receive over two-hundred crappy channels! Unfortunately, for every honest satellite company, there's hundreds of con artists looking to rip you off! Have you been taken? The only way you'll know is to read...

HOW TO TELL YOU'VE BOUGHT THE WRONG DIGITAL SATELLITE SYSTEM


PACK 'A NEWPORTS...TWO SLIM JIMS AND FIVE LUCKY LOTTO SCRATCH-OFFS! WILL THAT BE ALL, SUGAR?
237 OF THE 250 CHANNELS OFFERED ARE NOTHING MORE THAN LIVE FEEDS FROM SURVEILLANCE CAMERAS IN A CHAIN OF SOUTHERN CONVENIENCE STORES.
YOU DISCOVER THE FINE PRINT ON THE BOTTOM OF THE DISH READS, "ANOTHER FINE BAKED GOOD FROM THE OVENS OF SARA LEE."
YOU STOP INTO A SPORTS BAR DOWNTOWN AND FIFTEEN GUYS ARE WATCHING YOUR WIFE WATCHING HER FAVORITE SOAP OPERA IN HER UNDERWEAR.

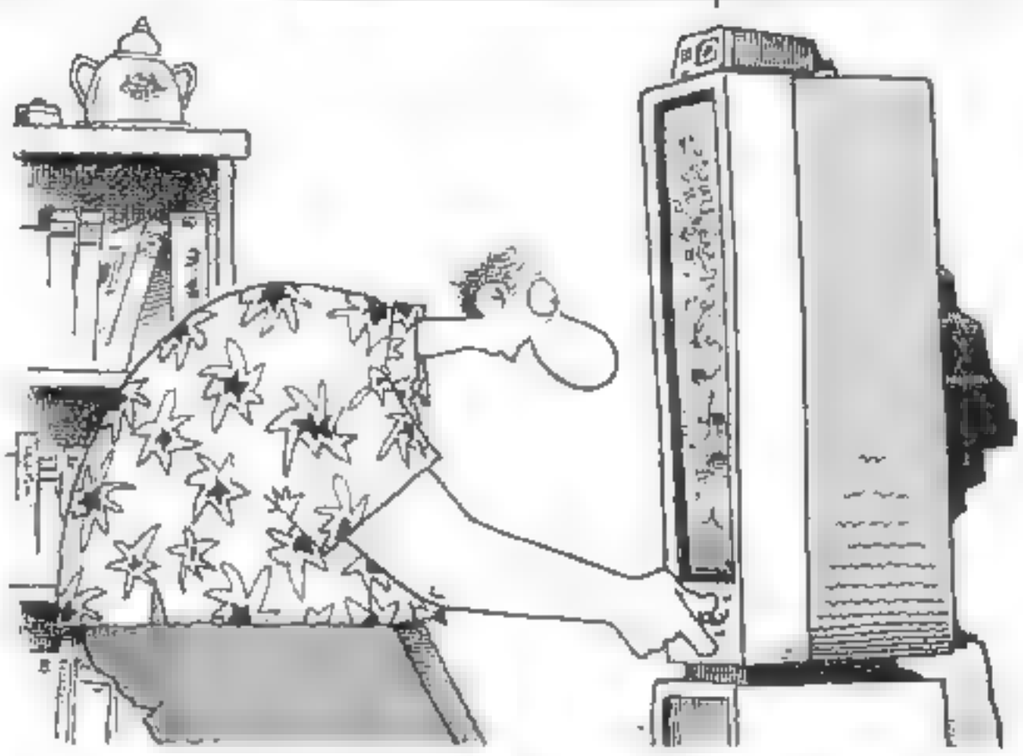
ARTIST & WRITER: JOHN CALDWELL

THE HIGHLY-TRAINED "INSTALLATION TECHNICIAN" THE COMPANY SENT IS THE SAME GUY WHO, TWO WEEKS AGO, OFFERED TO SEAL YOUR DRIVEWAY FOR 200 BUCKS.

THE 24-HOUR PSYCHIC CHANNEL IS NOTHING MORE THAN A DUMPY WOMAN IN A BABUSHKA REPEATING THE SAME PHRASE OVER AND OVER.

BECAUSE YOUR COMPANY IS UPLINKED TO THE ORIGINAL SPUTNIK, ALL YOU CAN GET ARE 30-YEAR-OLD SOVIET GAME SHOWS.

TO GET DECENT RECEPTION THE DISH HAS TO BE INSTALLED IN A LESS THAN IDEAL LOCATION.



NO MATTER HOW MANY TIMES YOU ADJUST YOUR SET, DENNIS RODMAN HAS BLACK HAIR.

THE DISH ITSELF, WHICH THE COMPANY CLAIMS DOUBLES AS A LAWN ORNAMENT, HAS SPURRED AN ANGRY PETITION FROM NEIGHBORS AND TOWN OFFICIALS.

DISC-CLAIMERS DEPT.

For years, Meat Loaf released several albums that went straight into the $1.99 bin. Finally, he wised up and called one of 'em *Bat Out Of Hell II: Back Into Hell* and ptt-tango! Multi-platinum! And while we're happy for Meat and all his little loaves, this kind of thing really sets a bad precedent. Musicians are liable to get the idea that they can be successful simply by repeating their old favorites, by staging tired reunions, and by trying to duplicate their original inspiration! And we at MAD know that you, the discerning public, just won't stand for that. Oh yes, that reminds us, here's

EVEN STILL MORE BADLY NEEDED WARNING LABELS FOR ROCK ALBUMS

W A R N I N G

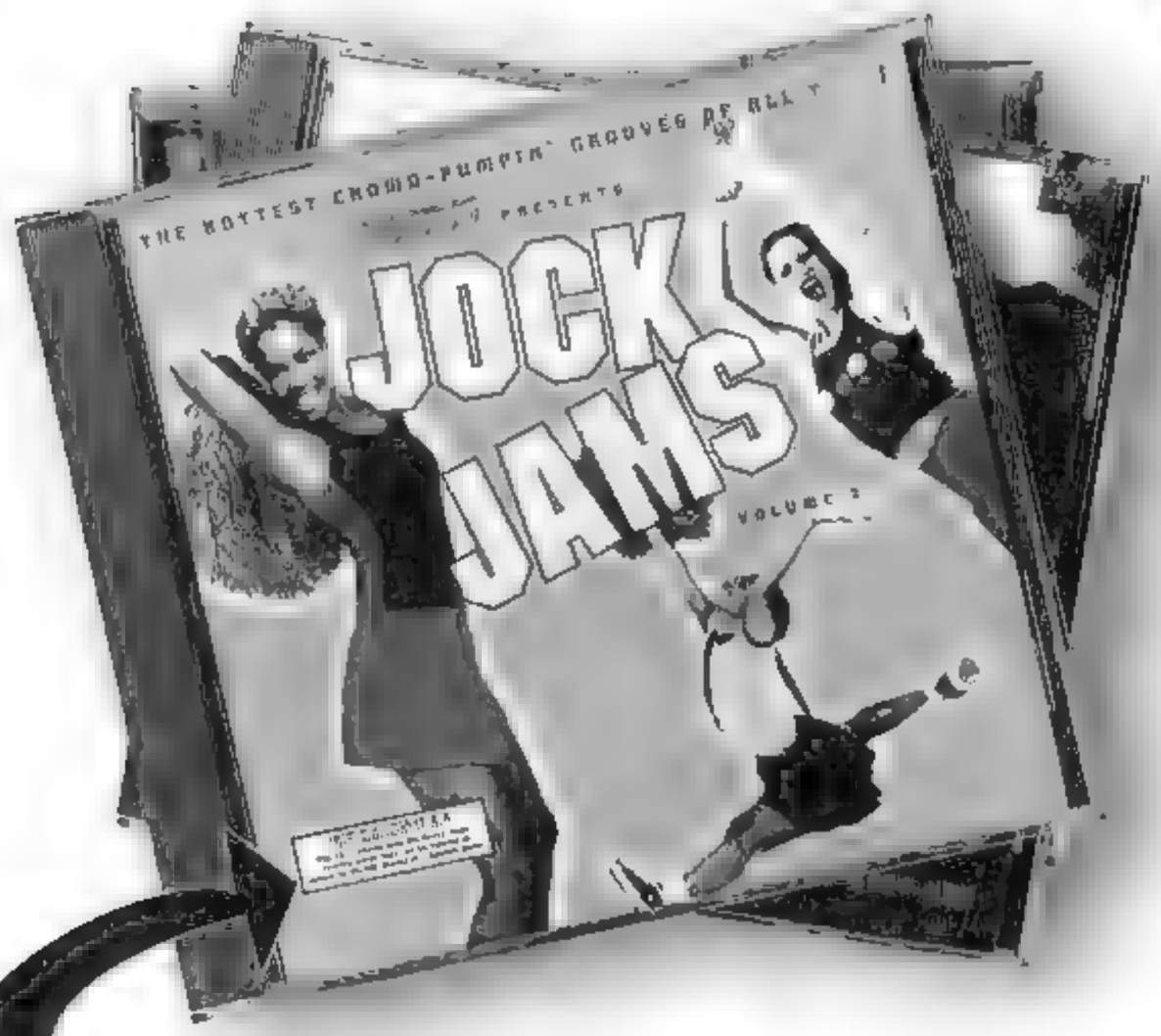
When you die and go to heaven, there will be two lines—one for those who bought this CD during their time on Earth—and one for those who did not!

NOTICE:

Bruce's gritty, earthy tales of the everyday working stiff are frequently inspired by the guy who gets $4.15 an hour to change the chlorine in Bruce's pool!

WARNING
2 MENNY GROOPS LYKE THEEZ KAN MAYK AMERIKKKAN STOODENTZ SPEL EEV'N STOOPIDER DEN UZUAL!

*****BEWARE*****
If you do not buy this album right now, you may have to wait up to eight minutes to hear her on the radio!



This CD contains only the finest, most creative songs that can be howled in unison by 40,000 drunks at a Raiders game!

PHOTOS: MAPLE COMMUNICATIONS INC. WRITER: DESMOND DEVLIN

rodstewartunplugged
TONY BENNETT
UNPLUGGED
WARNING:
THIS ARTIST IS GETTING TO THE AGE WHERE MAKING THE DECISION WHETHER TO "UNPLUG" OR NOT HAS ADDED SIGNIFICANCE!
NOTICE
She only has to win only 10 more Grammys to make people stop referring to her as "The Naked Miss America"!
DANGER
Do not play this woman's air-raid siren voice within 15 feet of newborn infants, aquariums, glassblowing equipment, hamsters, gerbils, ski trails or open mayonnaise!

FUTURE SCHLOCK DEPT.

No. 3409 June 2038

MAD

Our Price 4,560 Yen Cheap!
5,560 Yen Canada

According to scientists, there are two traits that separate man from beast. The first is humans' inability to lick their own privates (but that's another article)! The second is their borderline obsession with their future. And since we here at MAD are only human (despite reports to the contrary), we called the Psychic Friends Network to ask them what MAD would be like decades from now. Aside from telling us that it would still suck, they sent us...

MAD IN THE YEAR 2038

ARTISTS AL JAFFEE, MORT DRUCKER, DAVE MANAK, GERRY GERSTEN, DUCK EDWING, DAVE BERG, SERGIO ARAGONES

WRITER: DESMOND DEVLIN

SNAPPY ANSWERS TO STUPID QUESTIONS

Are you **wearing** that **protective shield** because of the **huge gaps** in the **ozone layer?**
No, I'm just a **slave** to **fashion,** and **aluminum-reinforced vinyl** is **what's in** this **season!**
No, it's just that even though **bees** are **extinct,** the **suit's** already **paid for!**
No, I've always **dreamed** of being a **jockey,** and I'm trying to sweat off **85 pounds** before the **Kentucky Derby!**
Wasn't that last **nuclear meltdown terrible?**
No, just **think** of all the **money** we'll **save** on **barbers!**
No, I was **sick** of all those **filthy fish** messing up **our river!**
No, as long as **nuclear power** can **lower** my **heating bill** by **65 cents** a **month,** I'm all **for it!**

THE BAD NASTY FILE, VOL. 53

WOOD-YI ALLEN

...Wishes his father had named him something less stupid — like Satchel, or Zelig.

...Can't afford to sit in his dad's old Knicks seats anymore, because Mia's kids split Woody's inheritance 53 ways.

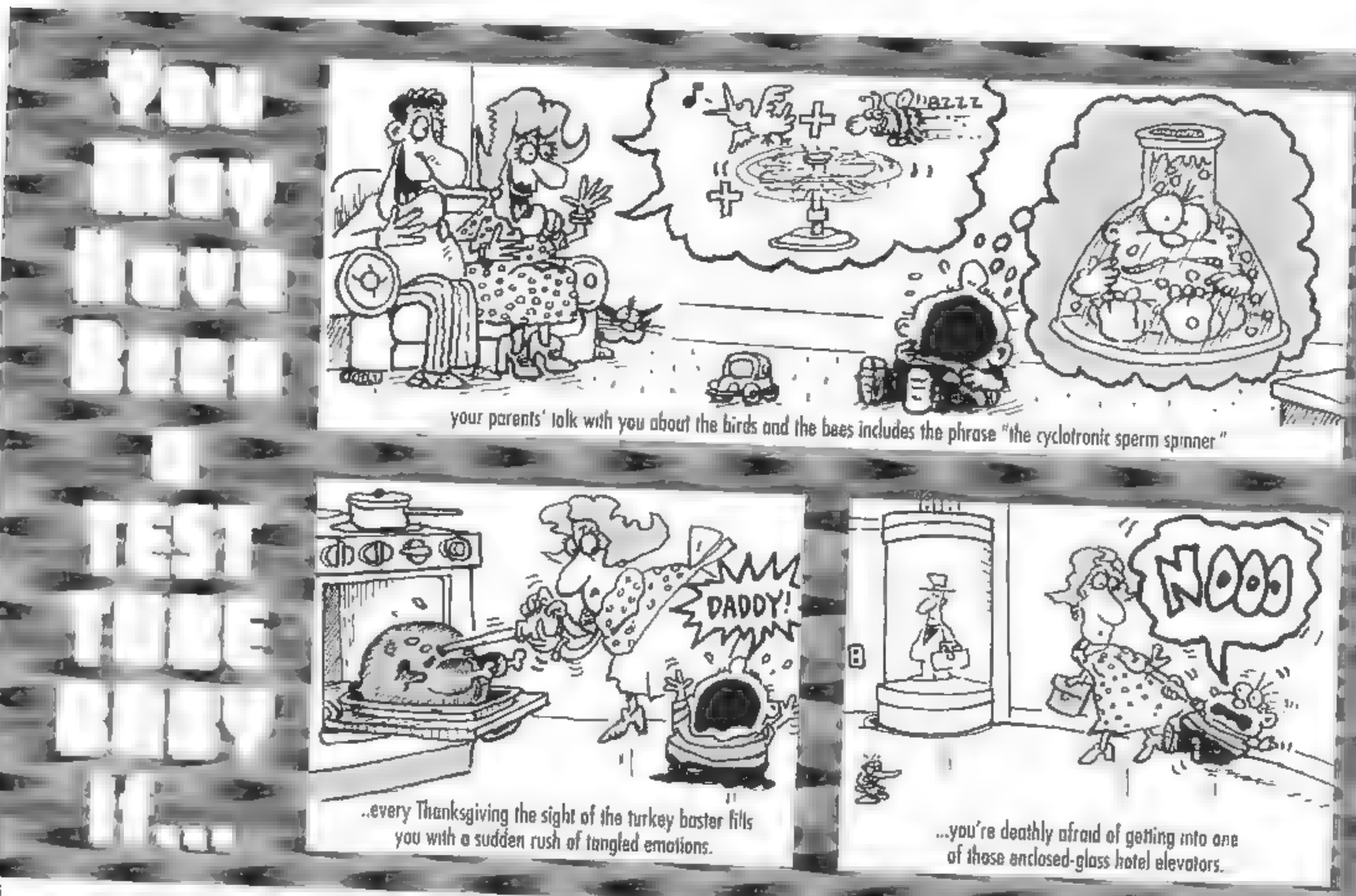
...Is neurotically jealous of Ingmar Bergman's kid.

CO-PRESIDENTS ASHLEY AND MARY-KATE OLSEN

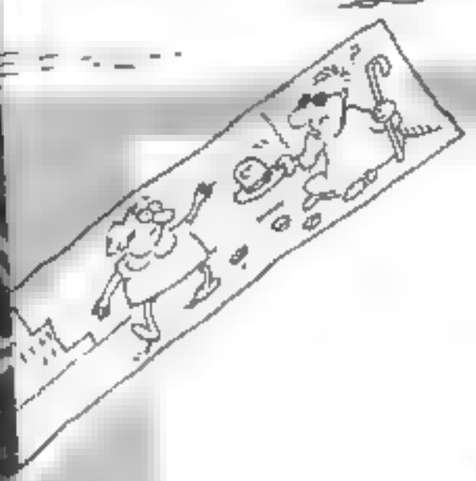
...Have worked out a schedule where Mary-Kate runs the country Mondays, Wednesdays and Fridays, and Ashley handles things Tuesdays, Thursdays and Saturdays (Sunday is Malibu Barbie Play Day).

...Have combined to be twice as incompetent and corrupt as President Baio was all by himself.

...Spoke for a grateful nation during their inaugural address when they called the ethnic cleansing by Serb death squads "totally gross."


BZZZ
your parents' talk with you about the birds and the bees includes the phrase "the cyclotronic sperm spinner"
DADDY!
..every Thanksgiving the sight of the turkey baster fills you with a sudden rush of tangled emotions.
NOOO
...you're deathly afraid of getting into one of those enclosed-glass hotel elevators.

A WAD LOOK AT ALZHEIMER



TOP OF PAGE

A MAD PEEK BEHIND THE SCENES AT MICHAEL JORDAN'S FUNERAL

What's the funeral director whistling at Patrick Ewing for?
Double-dribbling!
What a beautiful, tasteful floral arrangement! Just look at the reds and the purples! The Chicago Bulls really cared!
Those aren't flowers, you nearsighted gork! That's Dennis Rodman!
I never thought I'd see an athlete like him so cold, so stiff!
Obviously you missed his baseball career!
SPALDING
RALPH LAUREN
NIKE AIR
This space for SALE
HIDDEN VALLEY OLD SPY HOME
THUMP-
THUMP...
K-THUMP
K-THUMP
K-THUMP!
PLOP!

THE LIGHTER SIDE OF...

PREPAREDNESS

I knew this **bomb shelter** would come in handy! While they **incinerate** the **Earth** up there, we've got **canned meat, canned vegetables, canned soup** and **canned drinks!** I remembered **everything** we need to **survive** the **apocalypse!**
Yeah, **everything** except the **can opener!**
MEAT
SOUP

CONVENIENCES

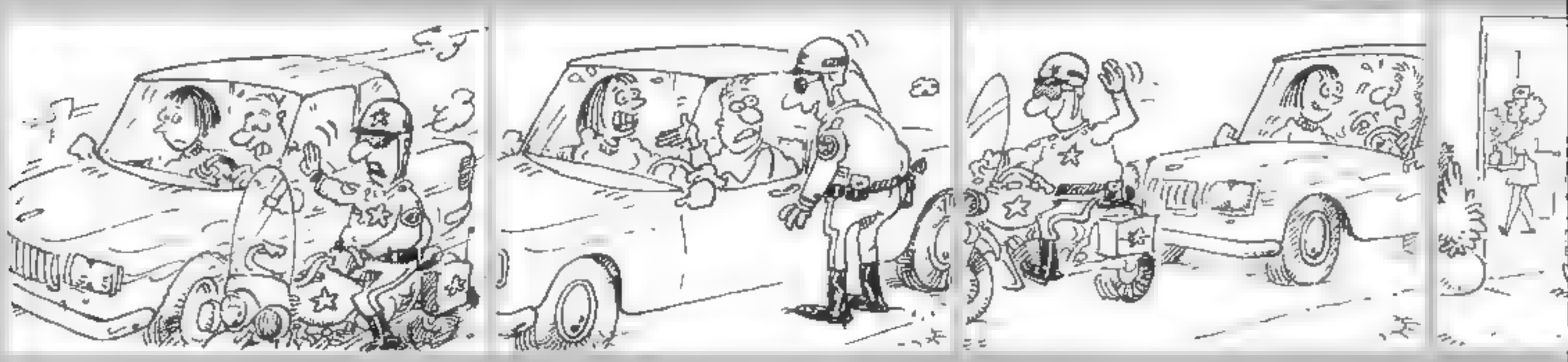
Boy, did my folks **lay down** the **law!** They told me that unless I **passed** all **my classes** and did all **my chores, I couldn't go out** with **Marcie** on the **weekends!**
Wow, **that's rough!** So **what** did **you do?**
I **bought** one of those **home cyborgs!** He did all my **homework,** and I got **straight A's!** Then he **cleaned** the **house** so well, Dad gave me a **bonus** in **my allowance!** He does **everything better** than I **ever could!**
Cool! He sounds absolutley **fantastic!** Let me **see him!**
You can't! He's out with **Marcie!**

DOCTORS

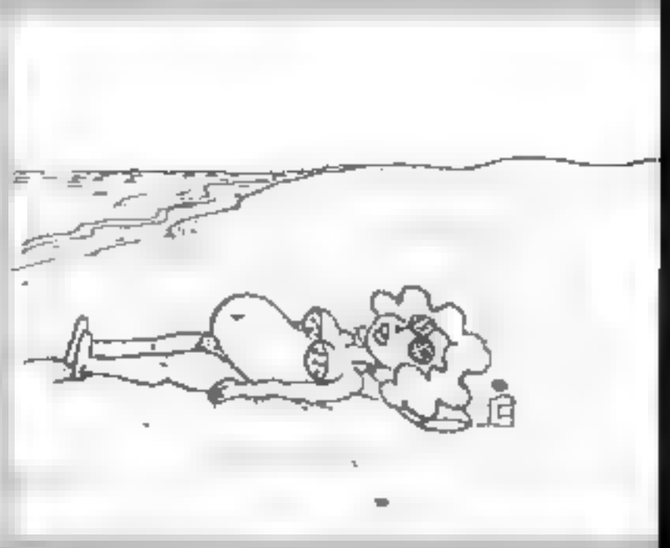
You know, **Doctor,** even though I'm **nothing more** than a **head** attached to **some machinery,** I feel **pretty good!**
It's true, **Kaputnik-XF7,** you're in **excellent shape!** However, there is **bad news** to **report...**
David Berg
you have **head lice!**
Oh no!

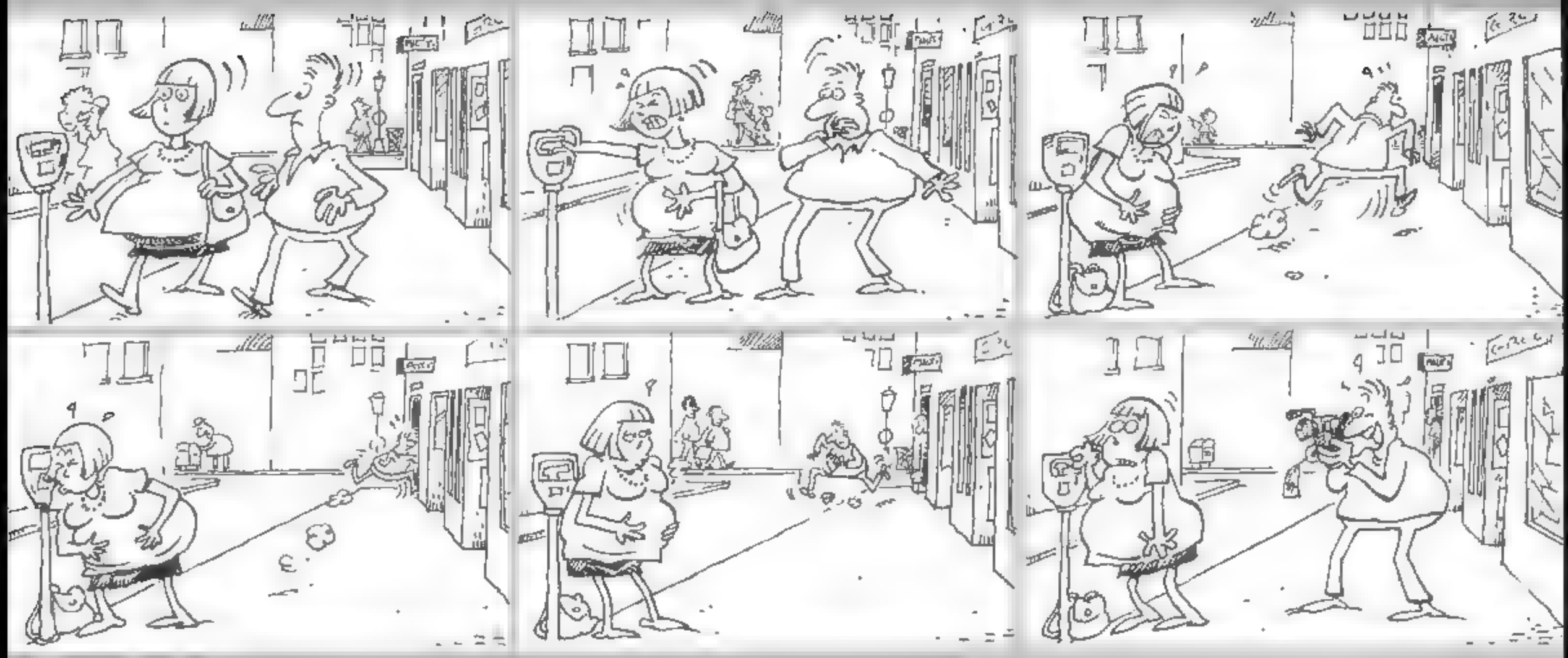
A MAD LOOK AT

ARTIST AND WRITER: SERGIO ARAGONES



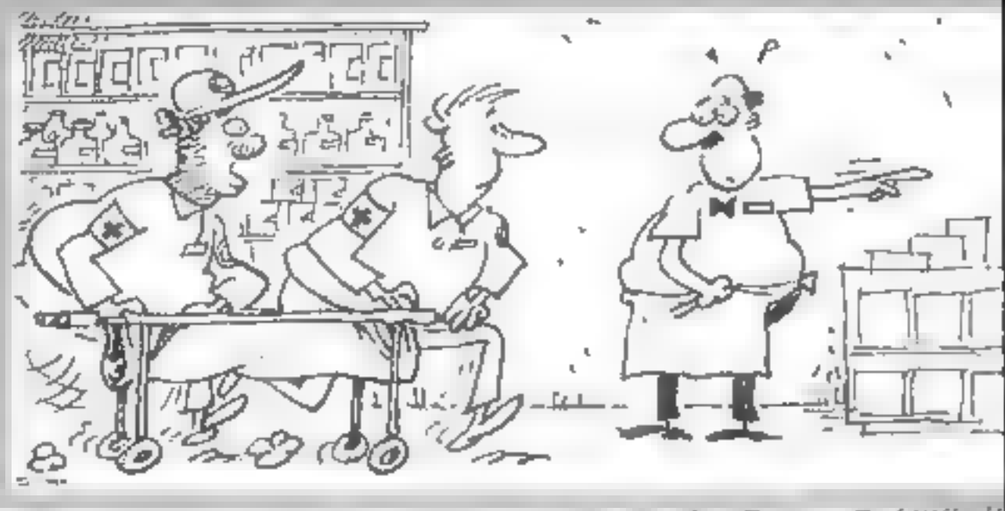
PREGNANCY





OBSTETRICIAN

OPTICIAN



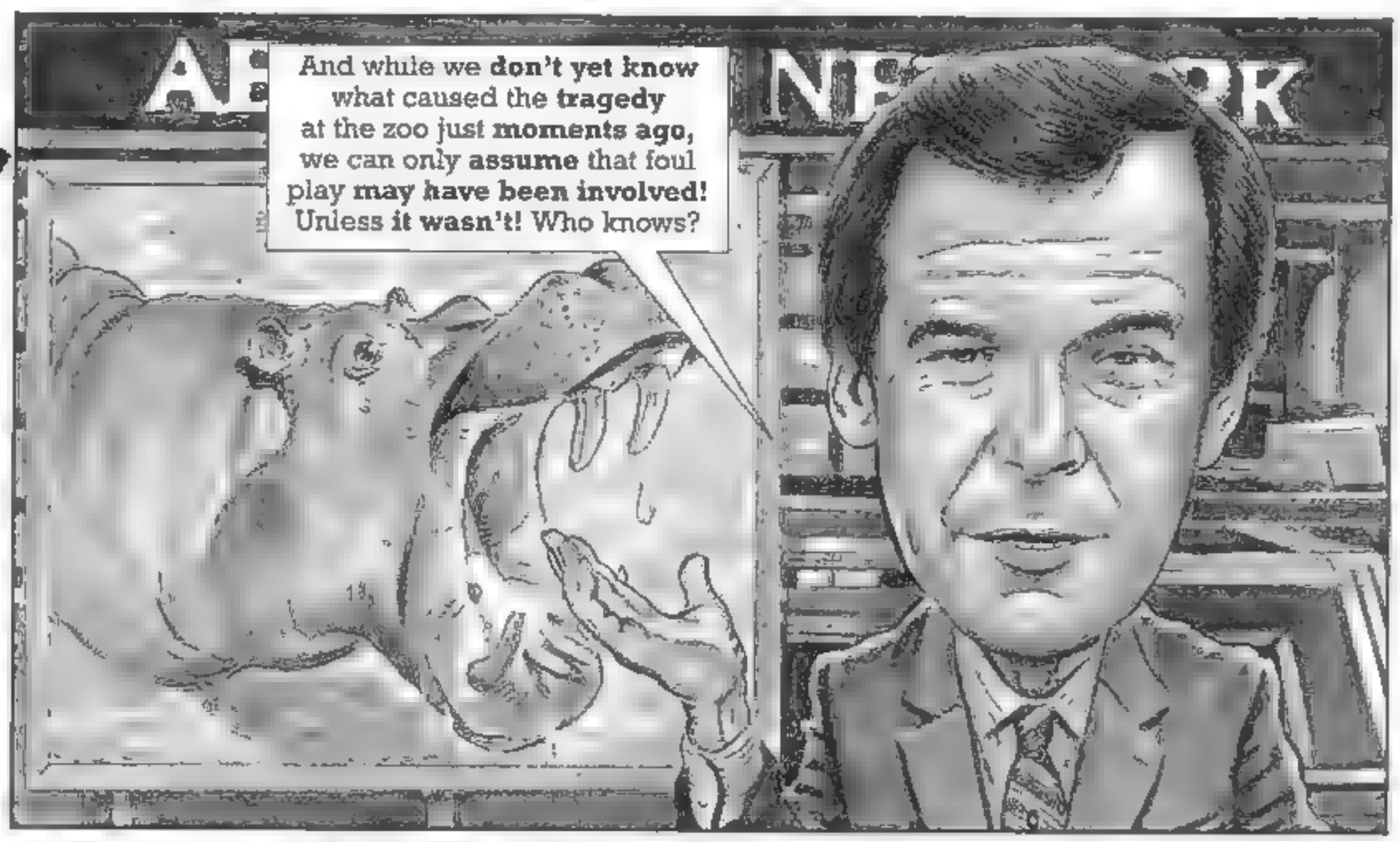
?

H_2O

MAD'S BREAKING NEWS COVERAGE CHECKLIST

You're weary, you're tired, you busted your butt all day. So you go home, put up your feet and settle in for a night of TV. But as soon as you click on the set, some cheeseball anchorman breaks in with those eight dreaded words: "We interrupt this program for a Special Report!" Now, instead of *Friends*, you're subjected to live coverage of something trivial like an attempt on the President's life! LIKE YOU GIVE A CRAP! But next time they interrupt your TV viewing with their boring drivel, you'll be ready! You'll have pen in hand to check off...

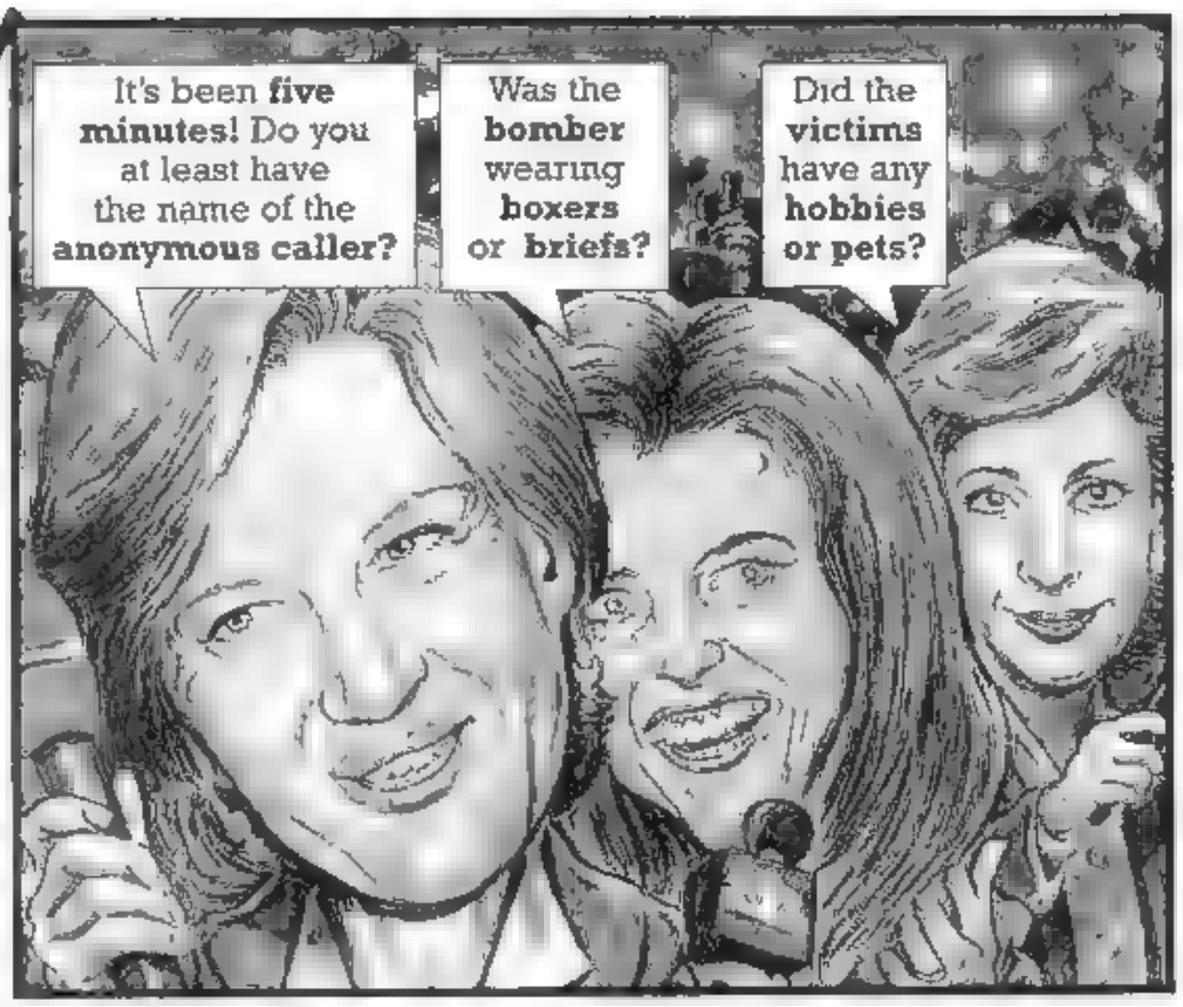
☑ **Fancy logo and dramatic theme music custom-created just five minutes after the story broke.**


And while we **don't yet know** what caused the **tragedy** at the zoo just **moments ago,** we can only **assume** that foul play **may have been involved!** Unless **it wasn't!** Who knows?

☑ **Warning by the anchors that, "It's too early to speculate," followed by a half-hour of speculation.**

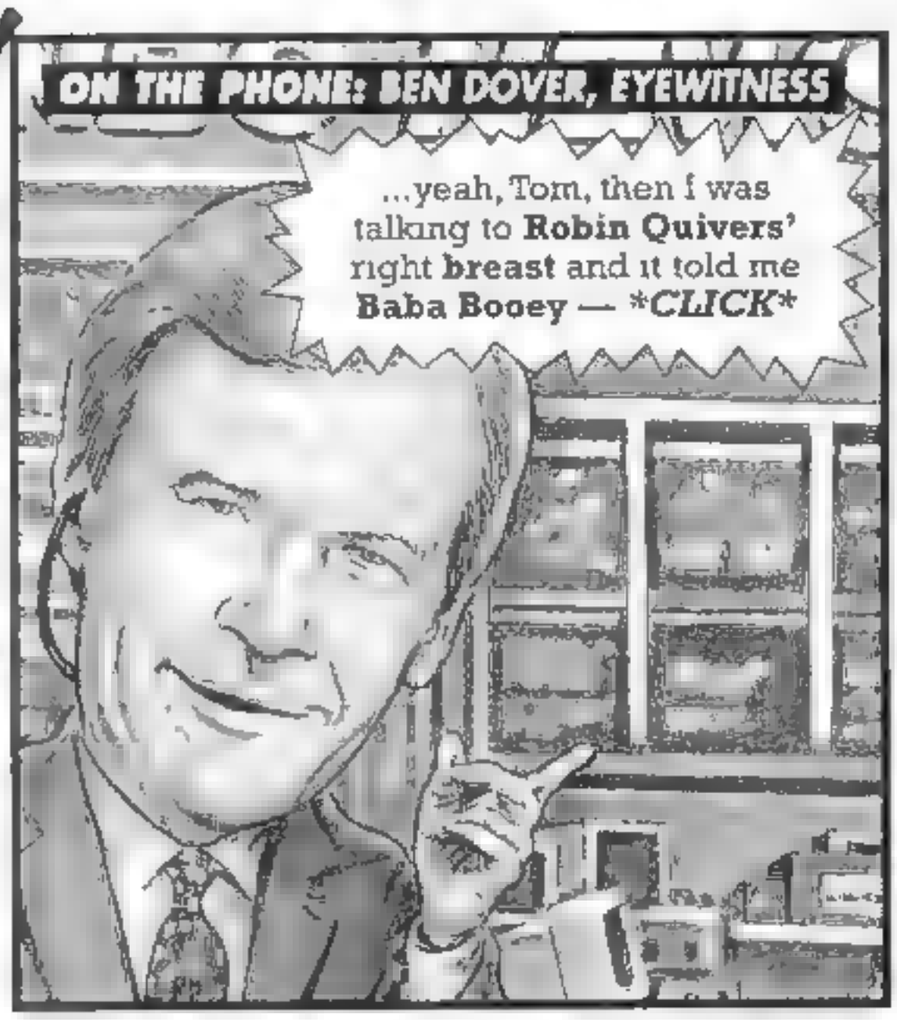
ARTIST: DREW FRIEDMAN WRITER: MIKE SNIDER

Press conference full of media dimwits asking the authorities everything EXCEPT questions to which they might actually have the answer.

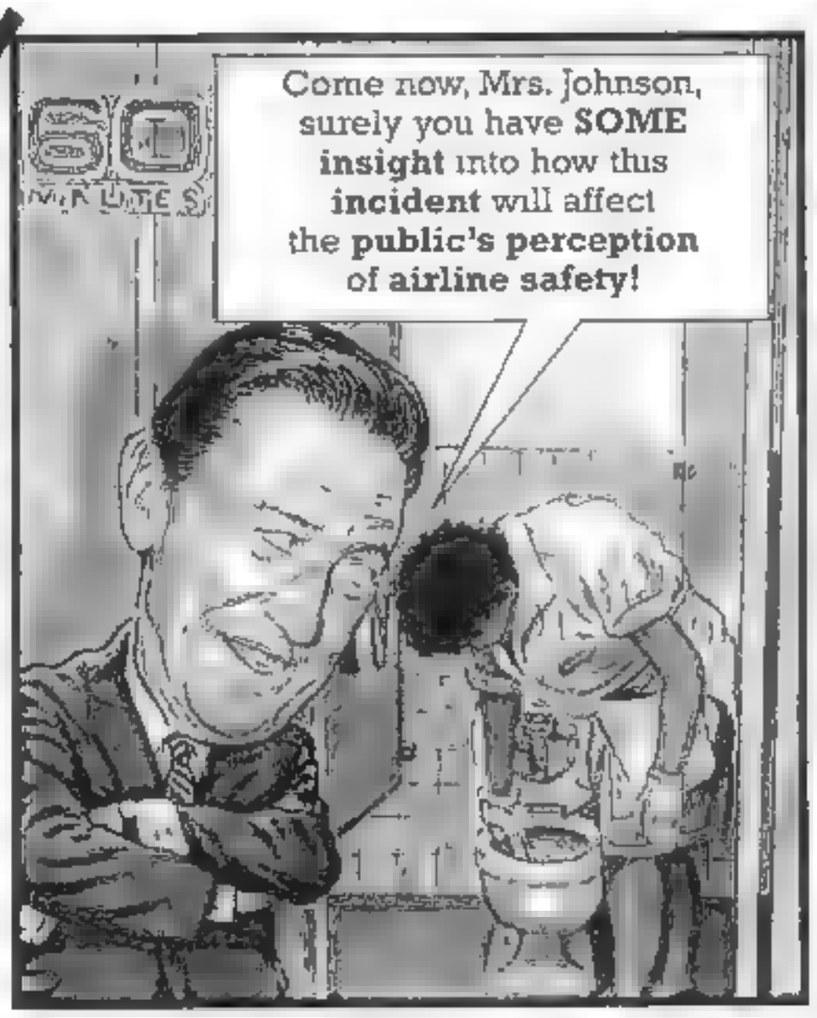

It's been **five minutes!** Do you at least have the name of the **anonymous caller?**
Was the **bomber** wearing **boxers** or **briefs?**
Did the **victims** have any **hobbies or pets?**

Fifteen minutes per hour of bad phone connections and satellite screw-ups.

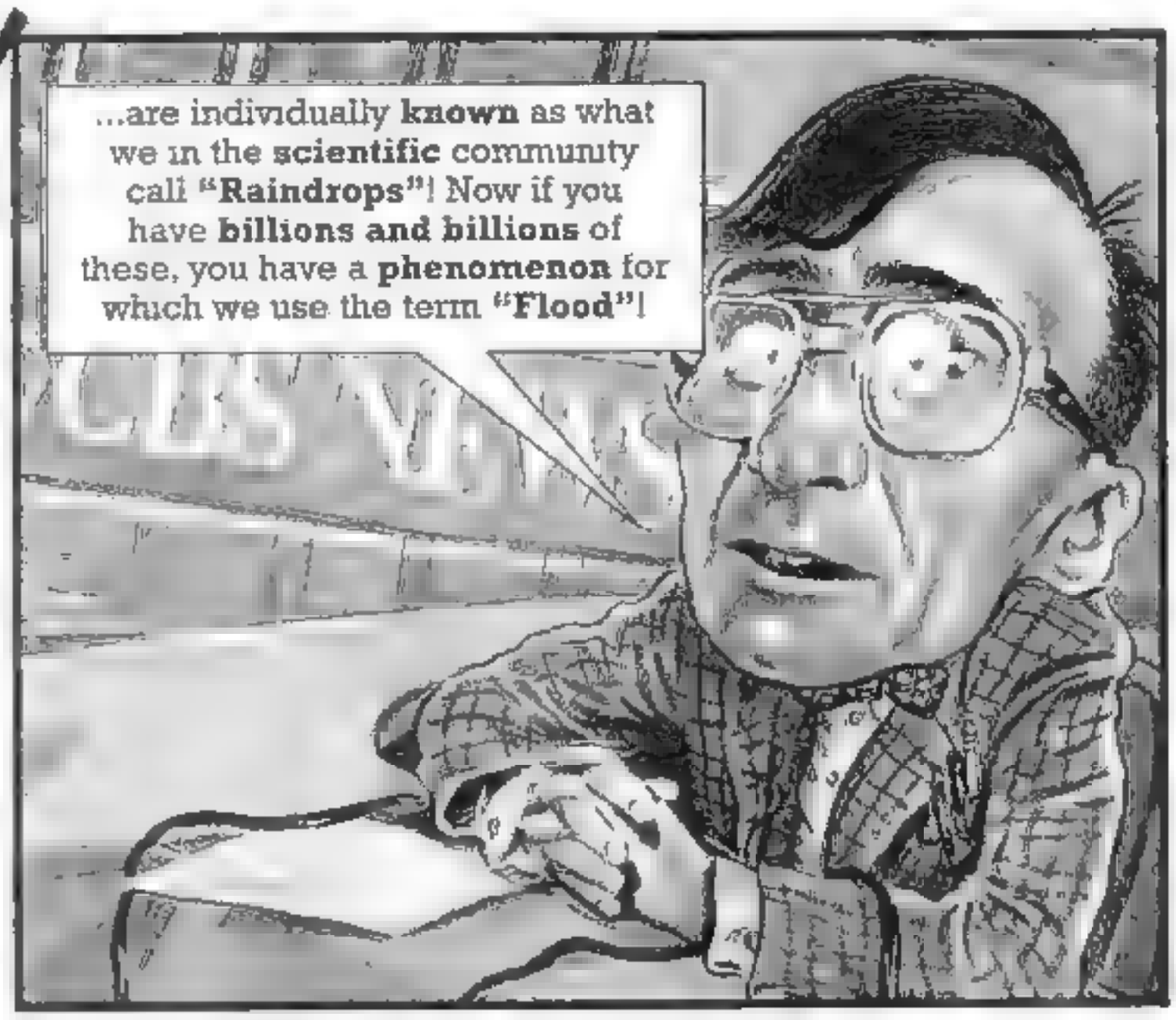
The inevitable Howard Stern caller pretending to be a news source.


ON THE PHONE: BEN DOVER, EYEWITNESS
...yeah, Tom, then I was talking to **Robin Quivers'** right **breast** and it told me **Baba Booey** — ***CLICK***

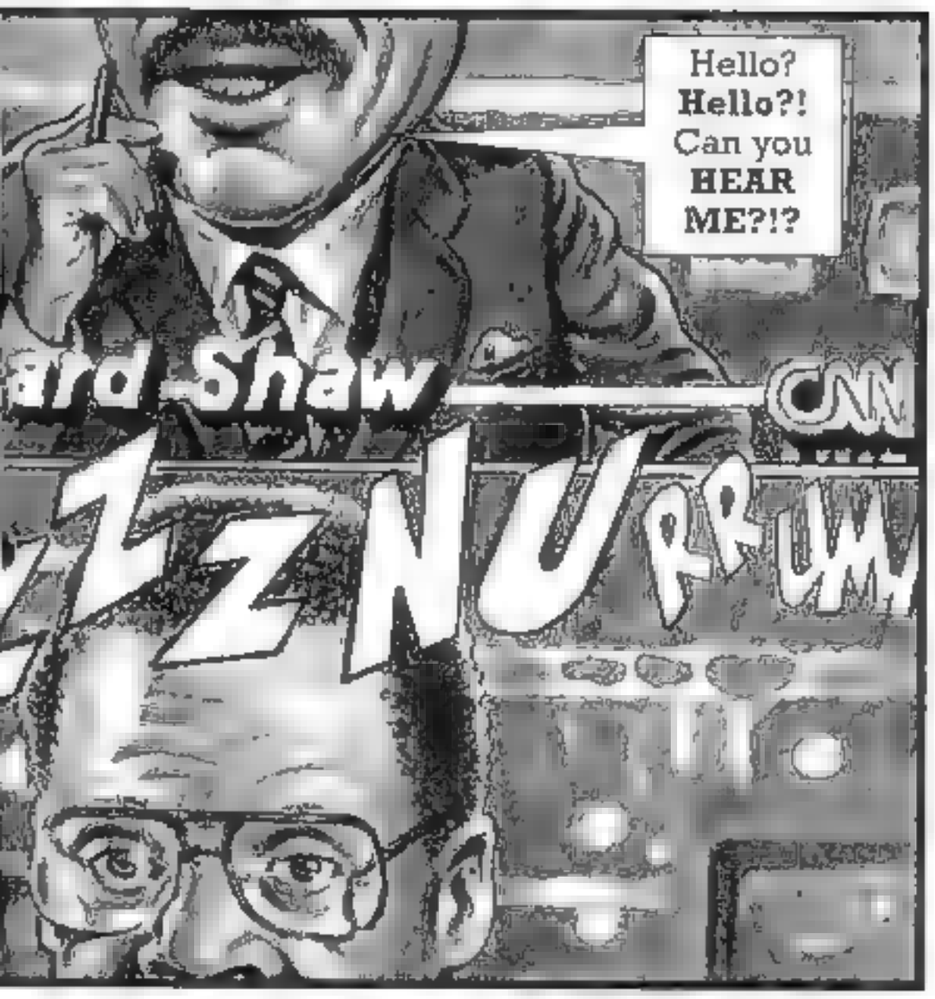
Low-level employee being badgered into answering a "big picture" type question.


Come now, Mrs. Johnson, surely you have **SOME insight** into how this **incident** will affect the **public's perception** of **airline safety!**

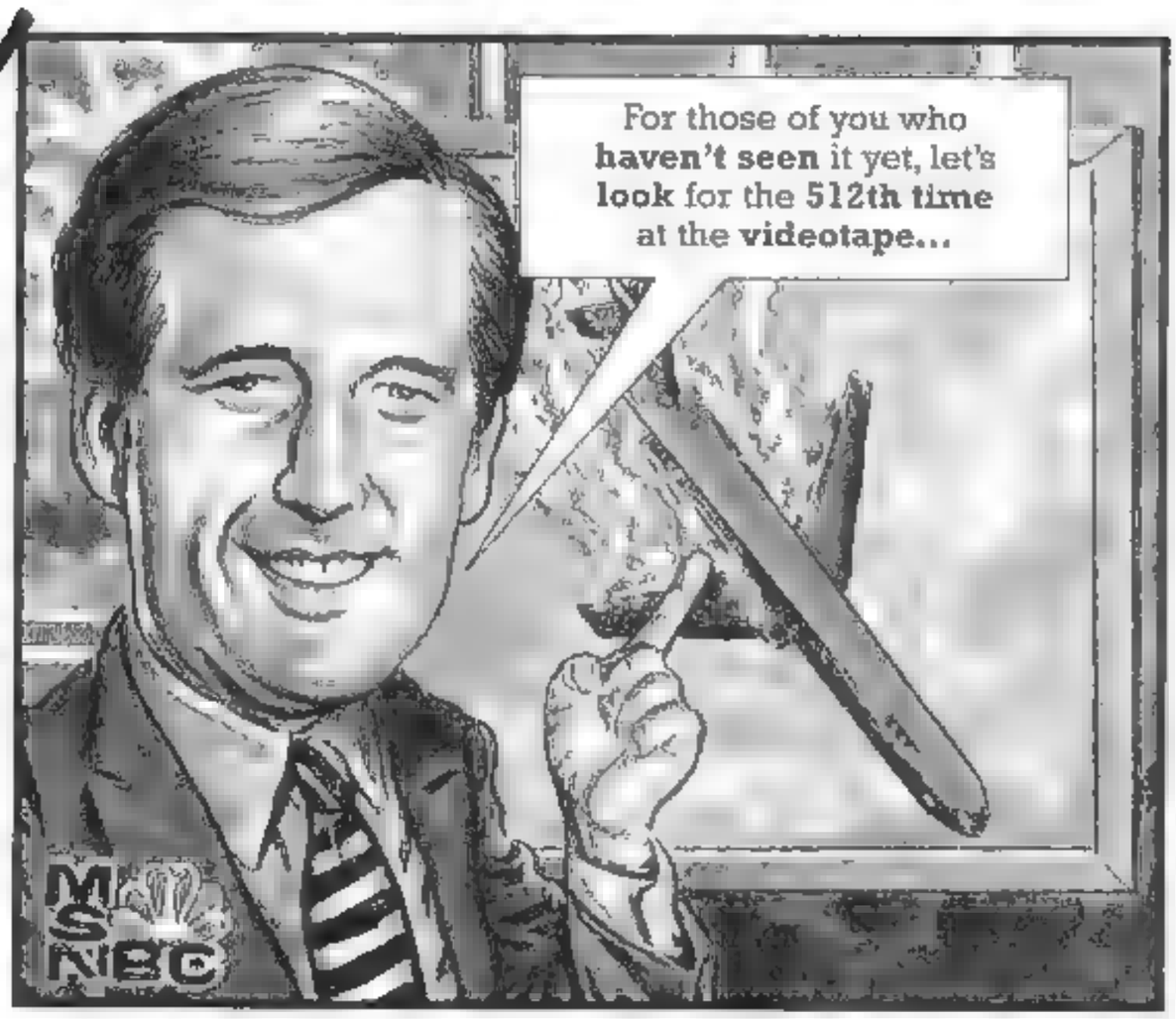
Uninformed babbling from the first Rent-An-Expert who actually answered the network's 3 a.m. phone call.


...are individually **known** as what we in the **scientific** community call **"Raindrops"**! Now if you have **billions and billions** of these, you have a **phenomenon** for which we use the term **"Flood"**!

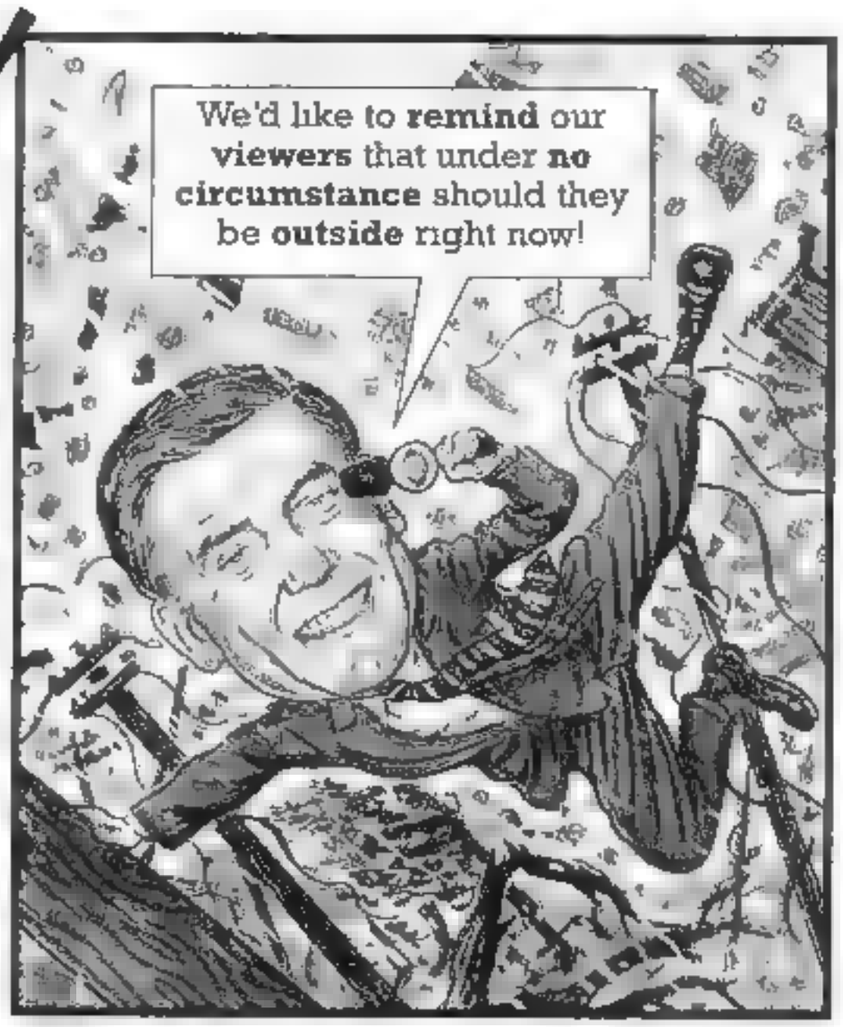
Dopey phone poll question to see if anyone at all is still watching.



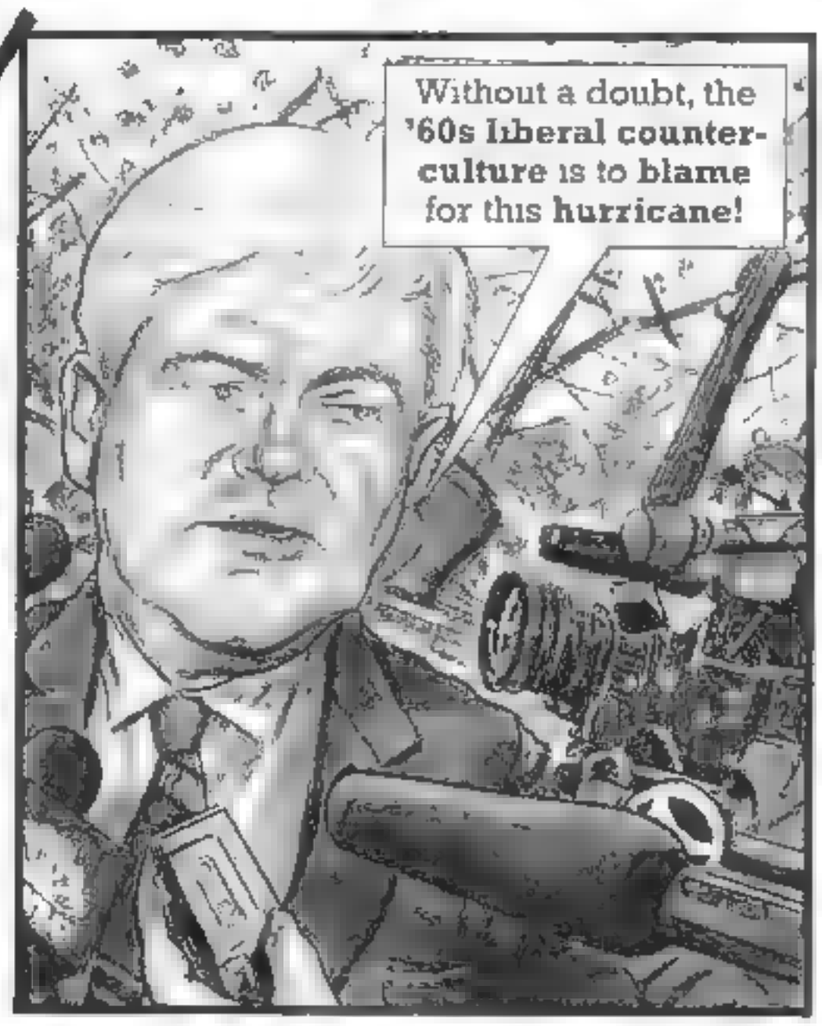
Continuous recapping for "viewers who are just joining us" instead of admitting there's been no new information for hours.

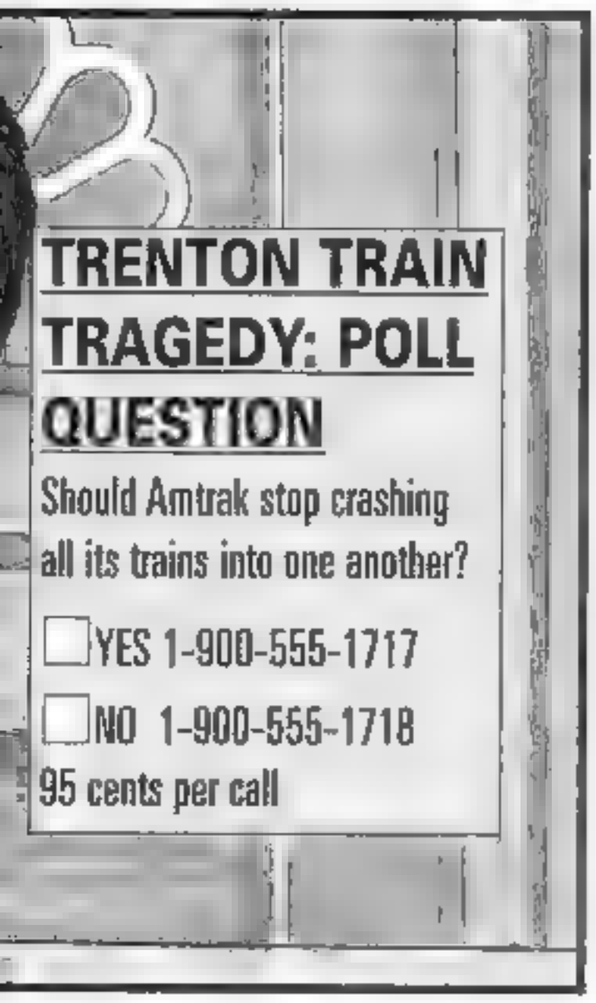


Macho on-the-scene reporter ignoring the very same safety warning that he's passing along to the public.

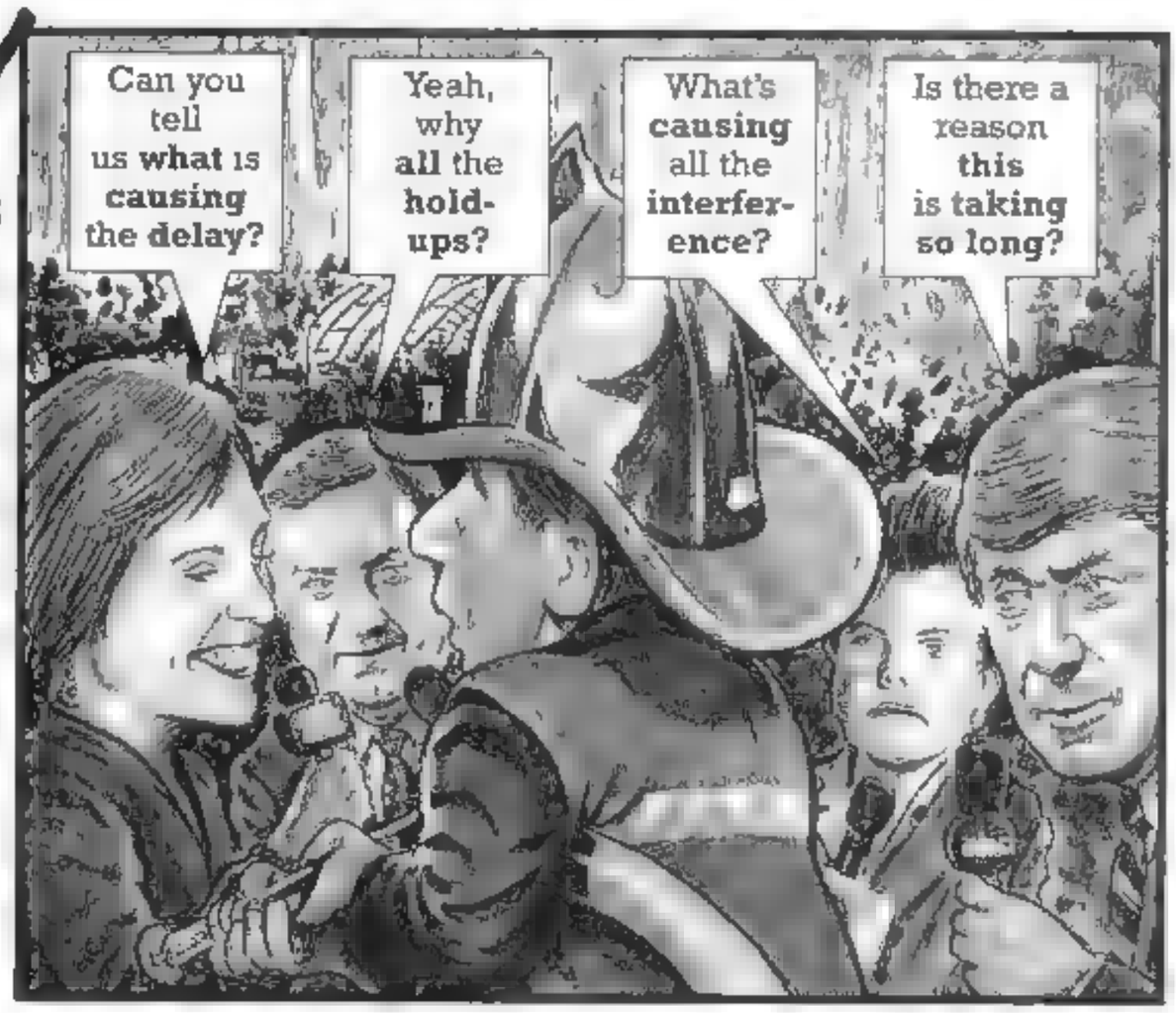


Politicians trying to score cheap points off of a tragedy.





Reporters from a dozen different news organizations pestering rescue workers about why the rescue is taking so long.

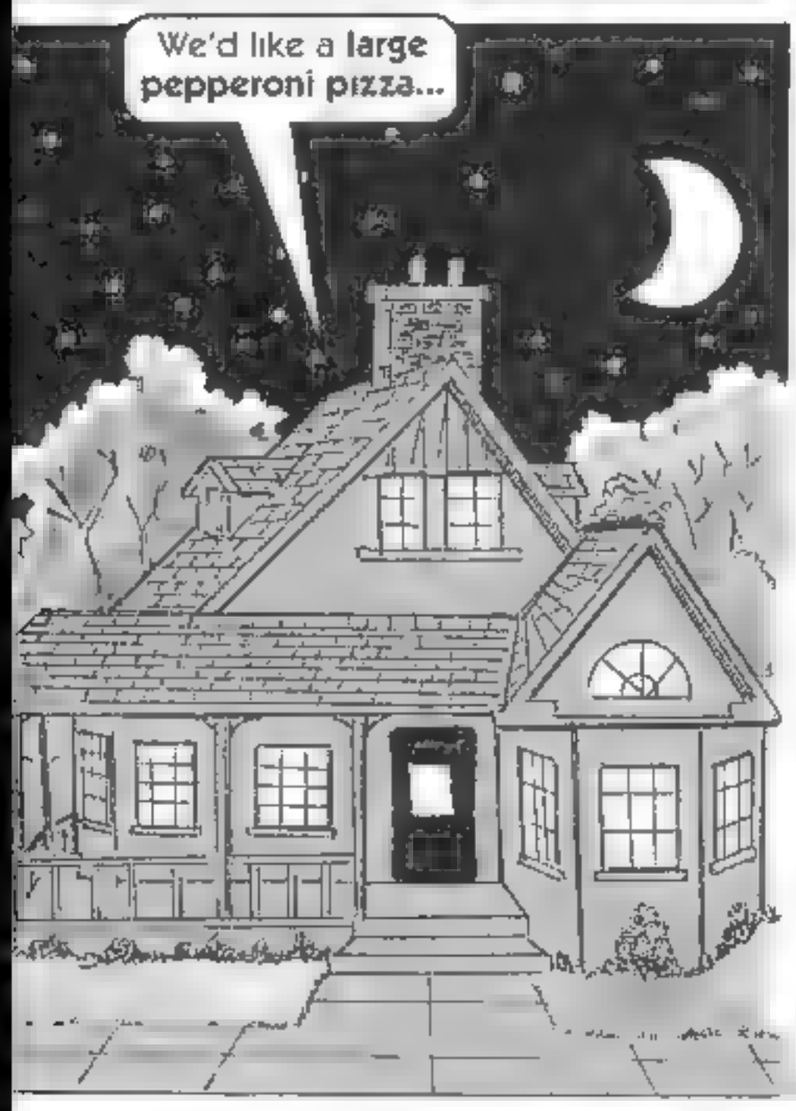


IMAGE

BERG'S-EYE VIEW DEPT.

THE LIGHTE

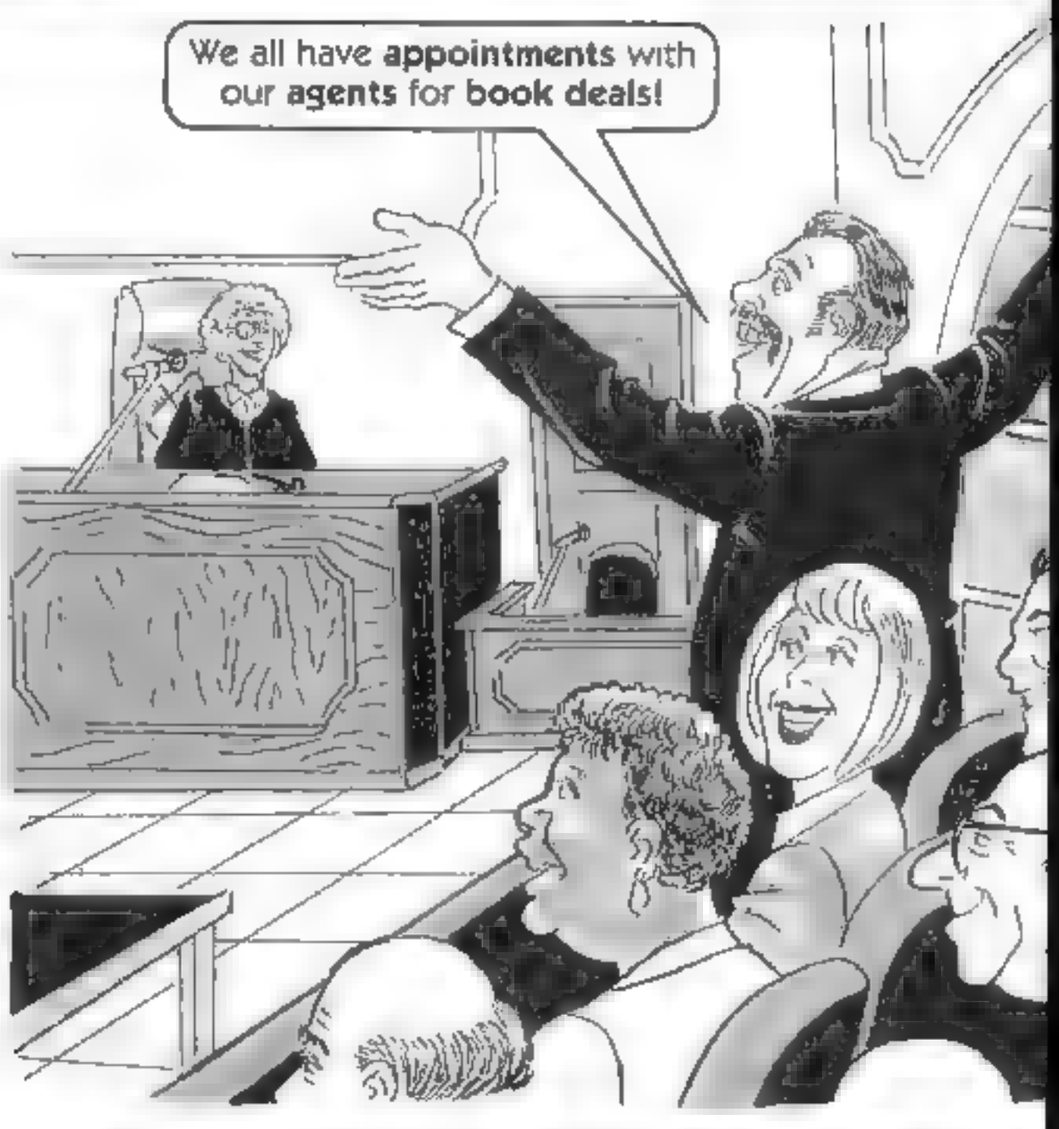
ORDERING IN



DONATIONS

JUSTICE

At this time I would like to **thank** the **jury** for coming to such a **fast verdict** in this **notorious case!**
We had **no other choice,** Your Honor!



R SIDE OF...

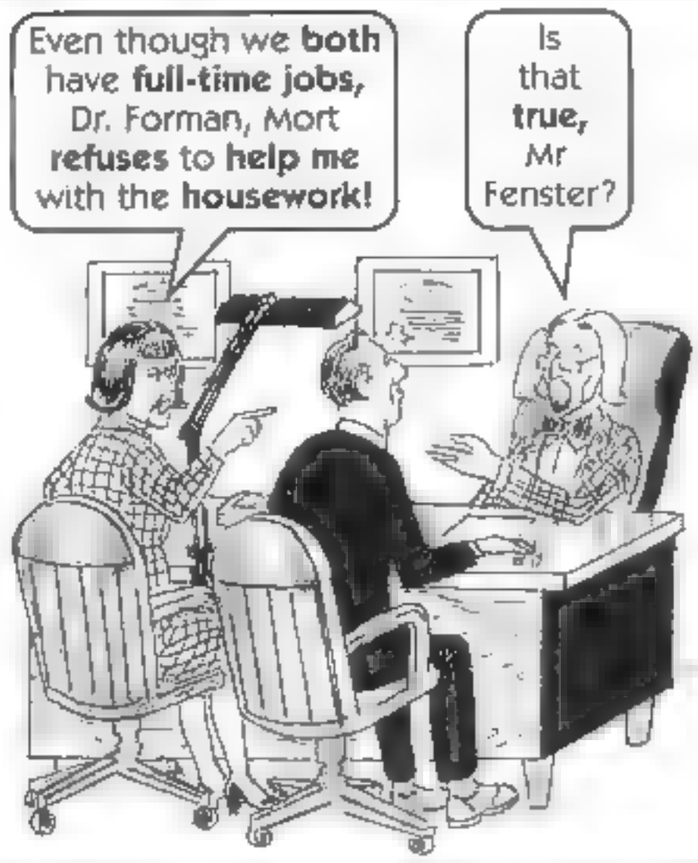
ARTIST AND WRITER DAVE BERG

GAMBLING

Damn! I've got **no luck!** I bet **all my chips** on my **age** and **lost everything!**
Then you **won,** Sue! It was **number 42!**
That's my **real age!** I bet on what I **always tell people** I am — **37!**

GROWING UP

THERAPY



TELEMARKETING

Who the **hell** is this? Don't you know the **time?** It's **three o'clock** in the **morning!**
Yes, sir! That's **exactly** the **reason** why we're **calling you** at this **ungodly hour...**

TOBACCO

All this talk **against smoking** is **total nonsense!** I **puff cigarettes,** I **puff cigars** and I **puff** on a **pipe!**
You also **puff** all the way up a **small flight of stairs!**

PREJUDICE

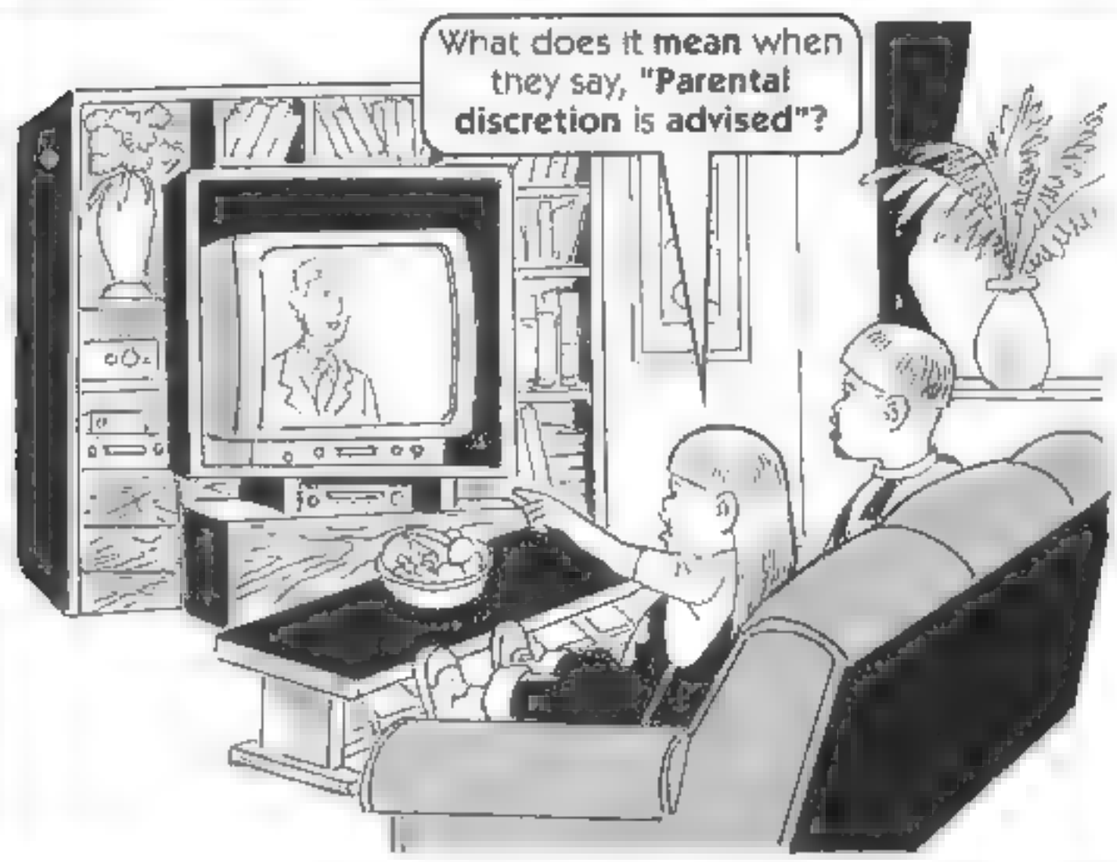
Absolutely not! I help, Sandy! Like, **whenever you vacuum,** don't I always **lift my legs?**
Listen to me, young lady! That your **new boyfriend** is of **another race,** I can **live with!** That he's of a **different religion,** I can **live with!** And that his **politics stink** I can **live with!**
But there's **no room** in this family for a **Scorpio!**

POPULARITY

That's Jenna Chasanoff, the **most hated girl** in the **sophomore class!**
What does she **do** to make **everyone hate her so much?**
Algebra in **her head!**
32

THE OFFICE

PROGRAMMING



DOCTORS

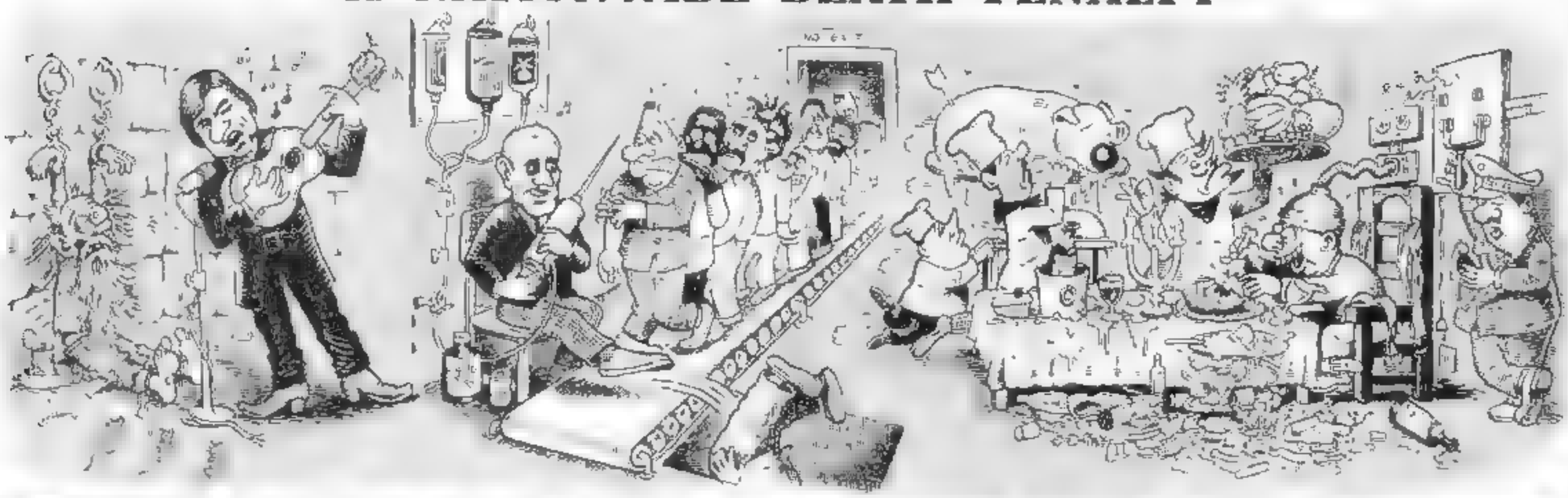
I don't understand! I've gained weight again, Doctor, but I've only eaten the food you listed on the new diet!
My guess is that you are eating something that's not on the list, Kaputnik!
David Berg

TWO SNIDES TO EVERY STORY DEPT.

Let's weigh the pros and cons of MAD intros. Pro: It's an effective way of signaling to the reader that Duck Edwing's "Crazy Cattlemen's Cacophony" has ended and another article is about to begin. Con: No one ever reads them (except you, twit)! But whether you think MAD intros are necessary or not, we're sure you'll see no value whatsoever in...

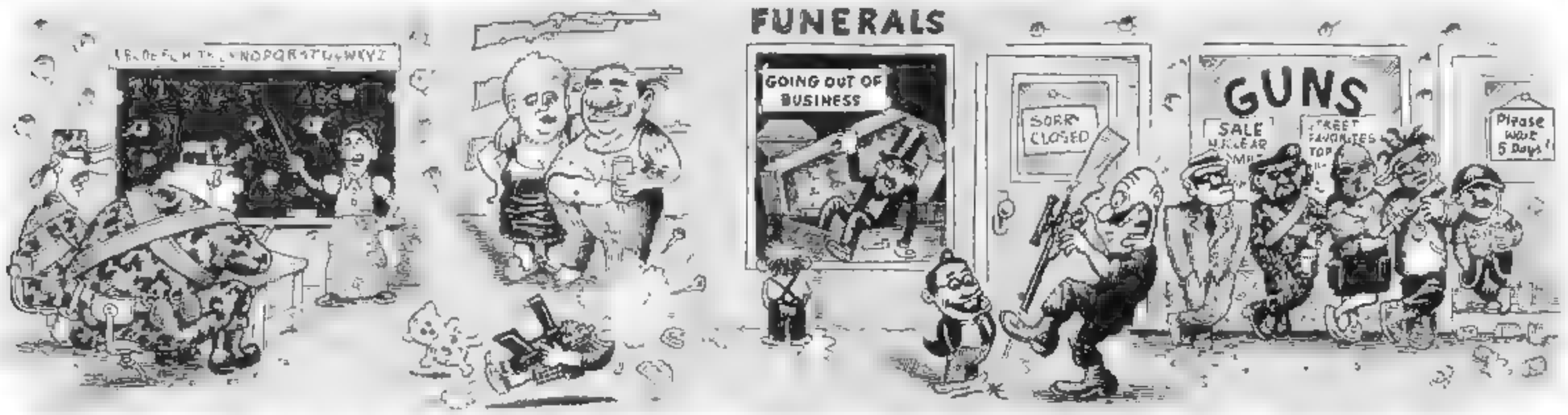
MAD WEIGHS THE PROS&CONS

A NATIONWIDE DEATH PENALTY



PROS			CONS		
There'll be more room at the next Johnny Cash concert.	Brain-dead politicians will have to come up with a new solution for the rising crime rate.	It would provide a legitimate outlet for Dr. Kevorkian's "talents."	Food bills in prisons would skyrocket because of Death Row inmates who abuse their Last Meal privileges.	More TV movies and specials on scuzzballs about to be croaked.	Executing psycho killers would deplete our source of future postal employees and radio talk show callers.

A FIVE-DAY WAITING PERIOD FOR GUN PURCHASES



PROS			CONS		
Survivalists will have to learn to count to five, thereby providing extra work for teachers who haven't been fatally shot in school.	Gun owners will get five extra days to remember what their kids' features look like before the little tykes accidentally blow them off.	If it pisses off the N.R.A. it must be good.	Hotheads who want to kill off a neighbor over some minor dispute might cool off, thereby depriving doctors and funeral directors of business.	We'll have to wait five whole days for gunowners to shoot themselves in the foot.	California's potential murderers will use the time to come up with an excuse stupid enough to convince juries to set them free after they've done it.

ARTIST: TOM BUNK WRITER: BARRY LIEBMANN

ALLOWING PRAYER IN SCHOOL

PROS	CONS
A minute of silence will allow kids a chance to hear whether someone is cocking a gun behind them.	Parents will lose their favorite excuse for why their kids turned out to be jerks.
Kids will finally be able to give last rites to school-mates who are dying of asbestos poisoning without fear of detention.	Students might ask really hard religious questions, such as, "If there's a just and powerful God, why do we have to eat luncheon meat?"
Today prayers. Tomorrow circumcisions.	If God answers all student prayers, schools will have to distribute 50 times as many condoms.

BANNING ALL SMOKING FROM BARS AND RESTAURANTS

PROS	CONS
Waiters will no longer have to decide whether diners are choking on smoke or food before giving them the Heimlich Maneuver.	Chain-smoking chefs will no longer be able to hock up phlegm and pass it off as guacamole.
Eurotrash schmucks will have to pose with a celery stalk in their hands – making them look even dorkier than ever.	People will no longer be drowning out the crappy Muzak with coughing, hacking and wheezing.
Snooty maitres d' will no longer die of second-hand smoke.	Nicotine patches, falling into the salad bar, could be mistaken for croutons, sliced potatoes or some ultra-nouveau tidbit.

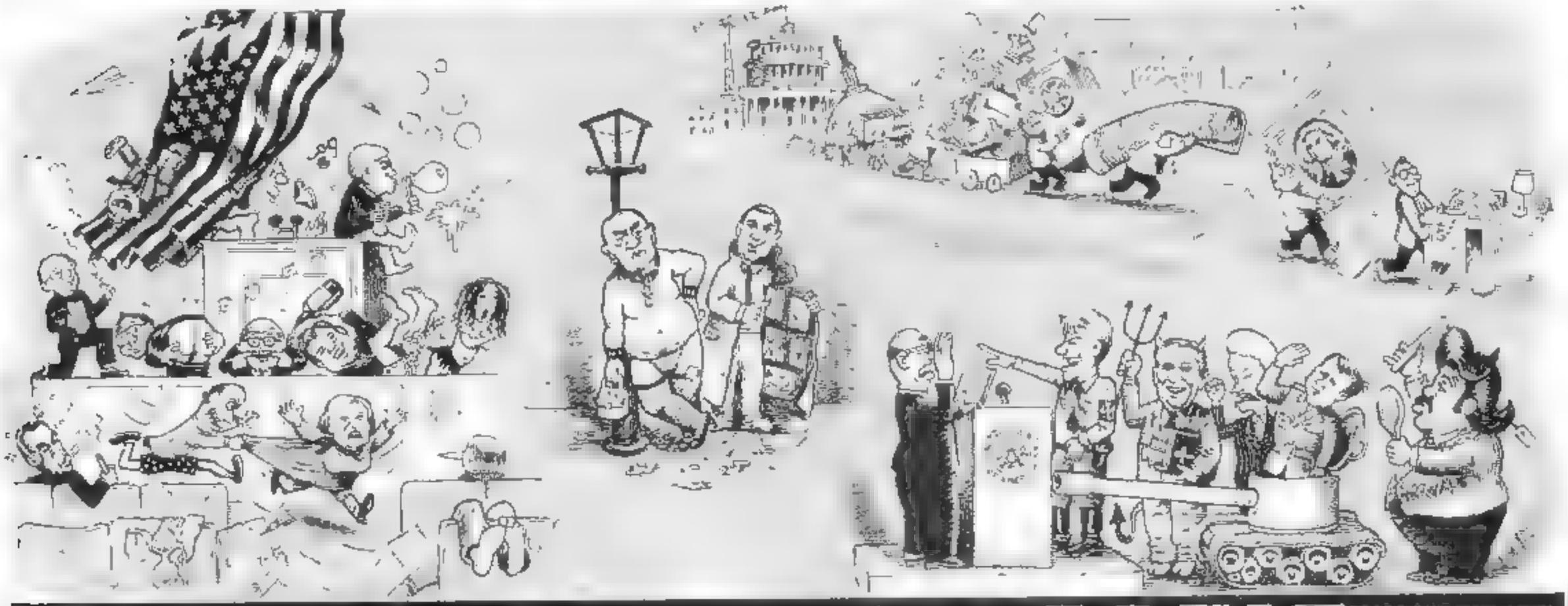
ALLOWING GAYS TO SERVE OPENLY IN THE MILITARY

PROS	CONS
Drab gray battleships and khaki uniforms will finally be replaced by something in fashionable lavender.	It's Newt Gingrich's worst nightmare gay guys with guns...and the training to use them.
Fashion accessories for G.I. Joe and Barbie will for once be interchangeable.	Constant, annoying whizzing sound caused by General Patton spinning in his grave.
Norman Schwarzkopf-types in tank tops and silver pumps. 'Nuff said!	Straight G.I.'s are afraid that sharing a foxhole with a gay soldier will constitute some form of common-law marriage.

LEGALIZING DRUGS

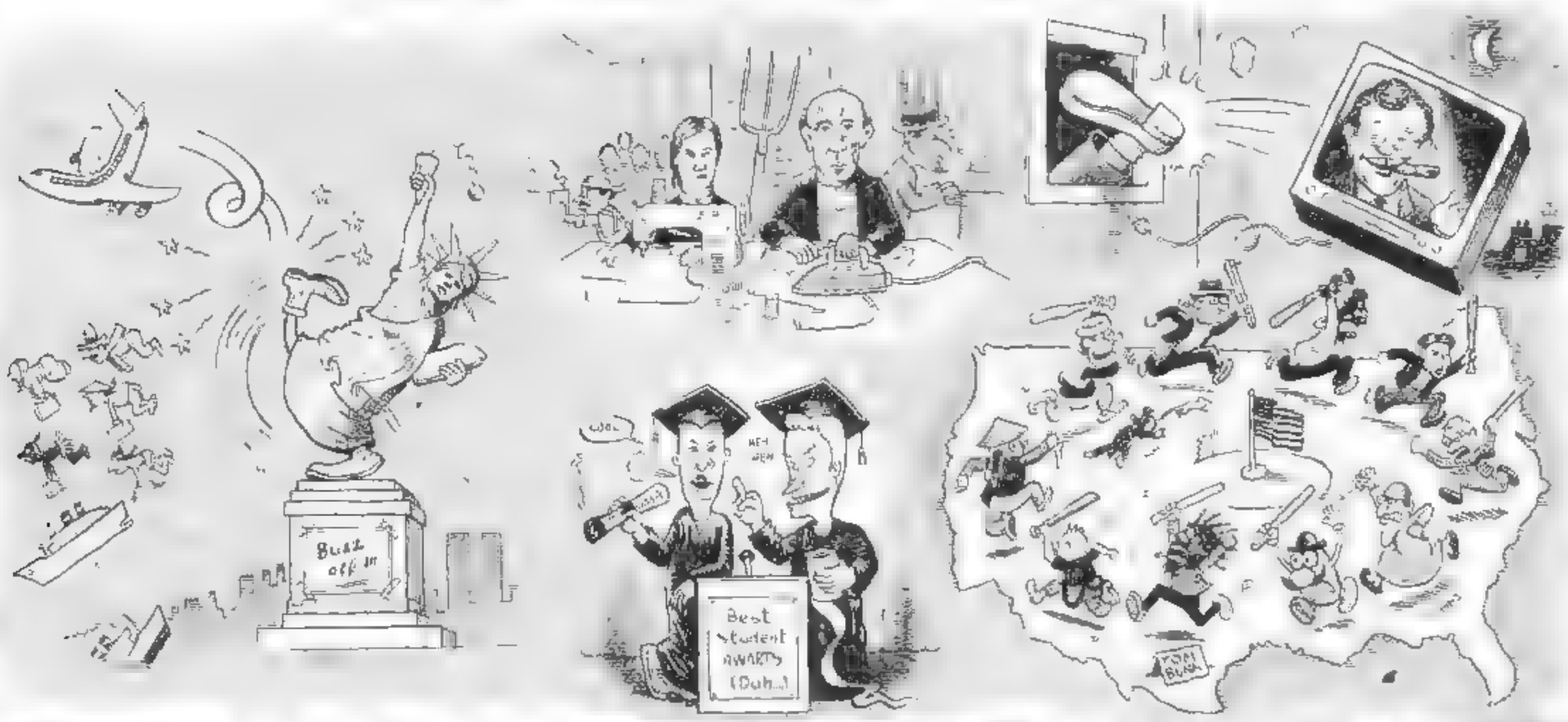
PROS	CONS
Bill Clinton will finally be able to inhale – allowing the blood to rush back to his head.	Without low-level drug dealers clogging up the courts, judges will have to come up with a new excuse for why the justice system stinks so bad.
McDonald's will introduce the McUpper, a happy meal that'll give customers something to really be happy about.	You thought Madison Avenue was obnoxious before, wait'll you see Joe Camel promoting crack.
Los Angeles will lose a major source of free labor as drug-offending celebrities are no longer sentenced to community service.	Restaurants will have to be separated into "doper" and "non-doper" sections.

IMPOSING TERM LIMITS ON ALL POLITICIANS



PROS			CONS		
Congressmen will goof off more than ever during their last term in office -- thereby making less boneheaded laws.	Outgoing politicians will suddenly stretch unemployment compensation from six months to sixteen years.	Jesse Helms and Orrin Hatch will finally have to get real jobs!	The government will go broke constantly replacing all the furniture and office supplies outgoing Congressmen will no doubt swipe.	An increase in new politicians will mean an increase in our already overcrowded prison population.	The more slots open the greater the chance that formerly unelectable imbeciles like David Duke, Pat Robertson, Ollie North and Al Sharpton will get into office.

ENDING ALL U.S. IMMIGRATION



PROS			CONS		
That awful poem on the Statue of Liberty about "wretched refuse" can finally be re-worded to "buzz off."	Real Americans will no longer have to compete for those highly-prized jobs in rat-infested sweatshops.	American Students will no longer be made to feel inferior next to those industrious Asian kids.	David Letterman will have to make fun of goofy *American-born* shopkeepers and cab drivers.	America will lose its major source of scapegoats.	Ethnic groups that were once discriminated against won't get their turn to treat foreigners like trash.

ADAMS RIBBED DEPT.

LOOK AROUND YOU! THEY'RE EVERYWHERE – IN THE PAPER, ON THE WEB, IN BOOKSTORES AND TACKED TO EVERY CUBICLE IN EVERY OFFICE IN AMERICA! YES, IT SEEMS LIKE THE MEMBERS OF THE "DILBERT" CAST ARE THE ONLY PEOPLE UPSIZING THESE DAYS! A FEW YEARS AGO, "DILBERT" CREATOR SCOTT ADAMS WAS JUST SOME SCHLUB WITH A POORLY-DRAWN DREAM! TODAY, ADAMS LORDS OVER A COMIC EMPIRE (IN THE SAME TIGHT-FISTED, BUREAUCRATIC STYLE AS THE CORPORATE MANAGERS HE MOCKS DAILY IN HIS STRIP), GREEDILY LOOKING FORWARD TO THE DAY...

WHEN THE DILBERT CAST INVADES OTHER COMIC STRIPS

FAMILY CIRCUS

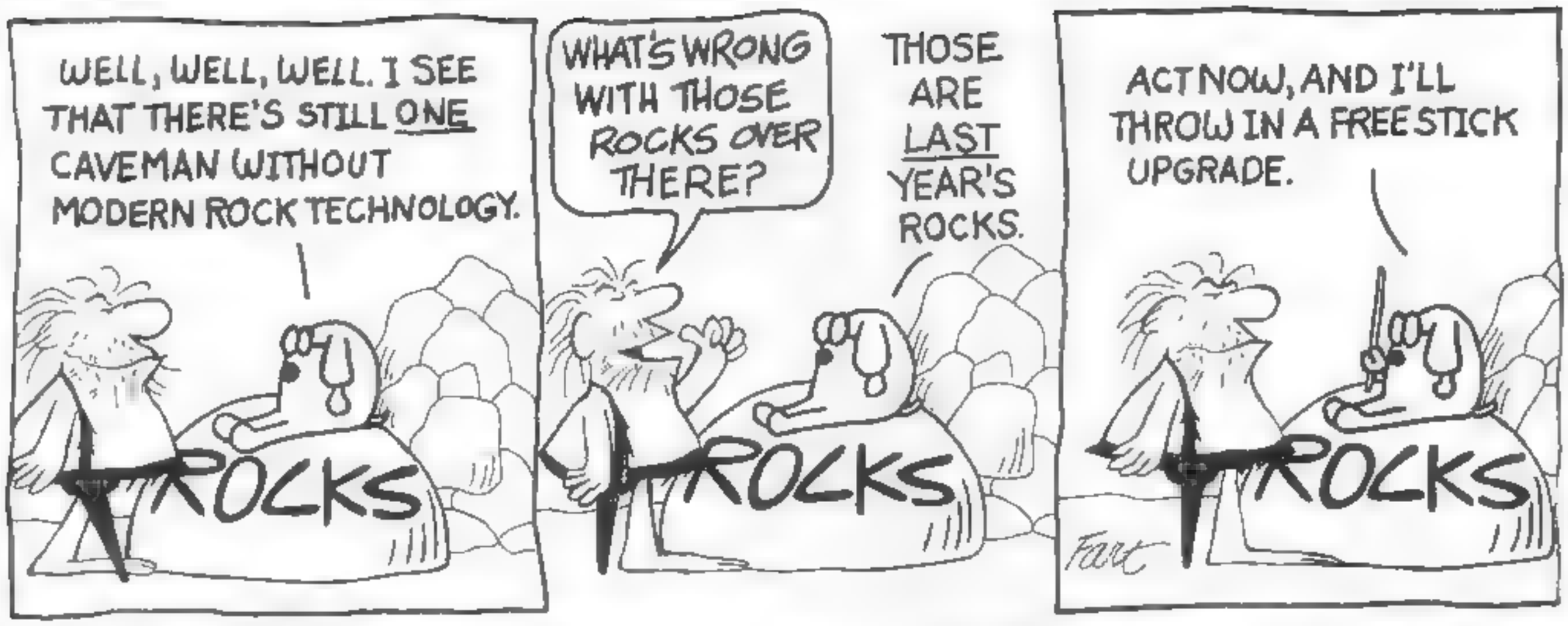
FIRED? BUT WHY?
DON'T WORRY! THERE ARE LOTS OF OPPORTUNITIES FOR SUDDENLY UNEMPLOYED 50-YEAR-OLDS IN TODAY'S MARKET
IT'S NOT YOUR FAULT. THE BOYS IN ACCOUNTING HAVE FIXED THINGS SO THAT WE CAN HIRE JUVENILE REPLACEMENTS AT 20% OFF YOUR COST.
HEY, TEMPS! WHO IN HERE GETS MEDICAL COVERAGE?
NOT ME!
NOT ME!

WIZARD OF ID

SIR RODNEY, WHAT'S THE EXPLANATION BEHIND THESE LEGAL PAPERS?
YOU'VE CREATED AN UNHEALTHY WORKPLACE SITUATION IN THE CASTLE, SIRE.
IT SAYS THAT YOU WANT TO REPLACE JOUSTING AND DRAGON-FIGHTING WITH NON-JUDGEMENTAL ANGER MANAGEMENT WORKSHOPS!
AND LET'S NOT FORGET THE SEXUAL HARASSMENT. YOU'VE BEEN STARING AT MY CROTCH EVER SINCE I CAME IN.
I HAVE TO STARE AT YOUR CROTCH-- I'M TWO FOOT-EIGHT! IT'S EYE LEVEL!
SURE, GO AHEAD AND BLAME THE VICTIM.

ARTIST: STEVE SMALLWOOD WRITER: DESMOND DEVLIN

B.C.


WELL, WELL, WELL. I SEE THAT THERE'S STILL ONE CAVEMAN WITHOUT MODERN ROCK TECHNOLOGY.
ROCKS
WHAT'S WRONG WITH THOSE ROCKS OVER THERE?
THOSE ARE LAST YEAR'S ROCKS.
ROCKS
ACT NOW, AND I'LL THROW IN A FREE STICK UPGRADE.
ROCKS
Fart

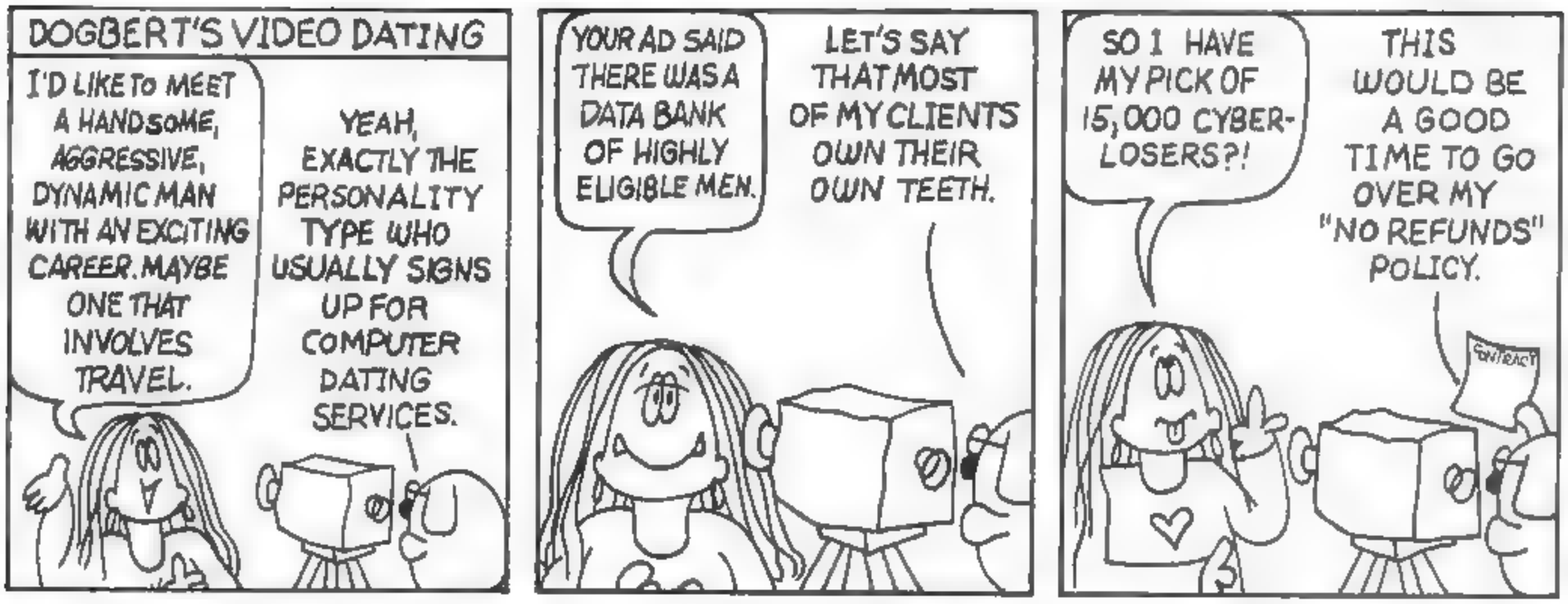
POPEYE

HELP, POPEYE, SAVE ME!
DIS CALLS FER DRASTICKAL ACTION FROM POPEYE, THE ENGINEER MAN!
QUICK! I'LL NEED A GRAPH OF THEORETICAL RESPONSKES, AND DE ADVANTAGES OF EACH!
BEFORE I CAN PROVIDE THOSE, YOU'LL HAVE TO DEFINE YOUR OBJECTIVE PARAMETERS.
SO WE'RE AGREED DAT A FEASIKIBILITY STUDY INTO DE "VIOLENT RESPONSK DYNAMIC" AS A RETALIATORY STRATEGY SHOULD BE LOCKED INTO!
I'LL GLADLY GET BACK TO YOU TUESDAY.

BLONDIE

DOGBERT'S MARRIAGE COUNSELING CENTER
DON'T TRY TO HOLD BACK. VENTING YOUR TRUE FEELINGS IS WHAT THIS PROCESS IS FOR.
WELL, SOMETIMES HE SLEEPS TOO MUCH. OTHERWISE HE'S A WONDERFUL HUSBAND.
THE ONLY THING THAT BUGS ME IS WHEN SHE ASKS ME TO DO MY CHORES ON MY DAY OFF. THAT'S ABOUT IT.
VERY GOOD. MY ANALYSIS IS COMPLETE. YOU TWO MUST DIVORCE IMMEDIATELY.
DOGBERT'S REAL ESTATE BROKER SERVICE
YOU SAY THE BUMSTEADS HAD FIFTY YEARS OF HAPPINESS HERE?
YEAH, IT'S A REAL STEAL AT 220 GRAND.

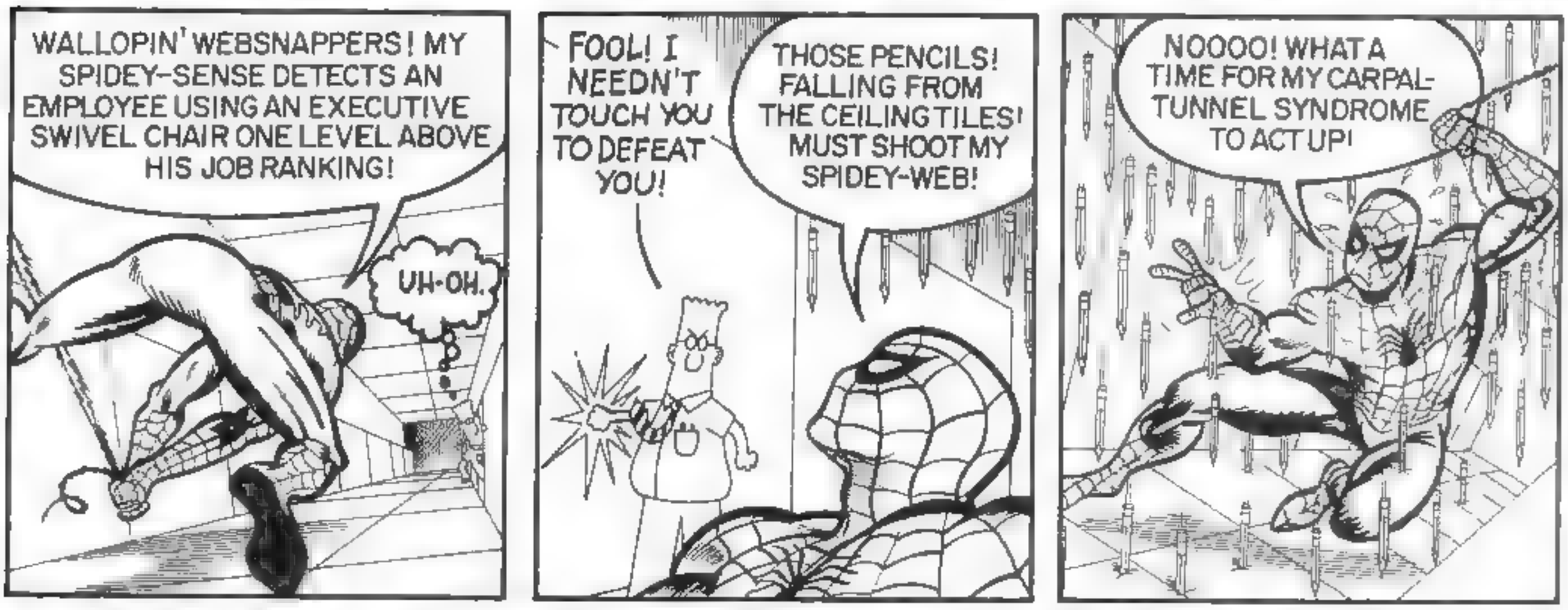
CATHY


DOGBERT'S VIDEO DATING
I'D LIKE TO MEET A HANDSOME, AGGRESSIVE, DYNAMIC MAN WITH AN EXCITING CAREER. MAYBE ONE THAT INVOLVES TRAVEL.
YEAH, EXACTLY THE PERSONALITY TYPE WHO USUALLY SIGNS UP FOR COMPUTER DATING SERVICES.
YOUR AD SAID THERE WAS A DATA BANK OF HIGHLY ELIGIBLE MEN.
LET'S SAY THAT MOST OF MY CLIENTS OWN THEIR OWN TEETH.
SO I HAVE MY PICK OF 15,000 CYBER-LOSERS?!
THIS WOULD BE A GOOD TIME TO GO OVER MY "NO REFUNDS" POLICY.
CONTRACT

HAGAR THE HORRIBLE

THIS EXPENSE ACCOUNT FOR THE ALBORG INVASION CONFUSES ME. SIX HUNDRED DOLLARS FOR BODY SALVE?!
BUT I GOT THIRD-DEGREE BURNS FROM HAVING BOILING OIL POURED ON ME!
THAT'LL HAPPEN. CAN I SEE A RECEIPT FOR THE LOTION?
I HAD TO EAT THE RECEIPT TO SURVIVE THOSE SIX MONTHS IN THE TORTURE CHAMBER!
AND DON'T THINK YOU'RE NOT PAYING FOR THE DAMAGE TO THE RUG.

SPIDER-MAN


WALLOPIN' WEBSNAPPERS! MY SPIDEY-SENSE DETECTS AN EMPLOYEE USING AN EXECUTIVE SWIVEL CHAIR ONE LEVEL ABOVE HIS JOB RANKING!
UH-OH.
FOOL! I NEEDN'T TOUCH YOU TO DEFEAT YOU!
THOSE PENCILS! FALLING FROM THE CEILING TILES! I MUST SHOOT MY SPIDEY-WEB!
NOOOO! WHAT A TIME FOR MY CARPAL-TUNNEL SYNDROME TO ACT UP!

MEETING THE GRIM REAPER DEPT.

Just when did Dr. Jack Kevorkian corner the market on physician-assisted suicide? We're not sure, but judging by the number of times we've seen Doctor Death on TV helping some ol' geezer kick the bucket, this guy has a pretty healthy practice

WHEN PHYSICIAN-ASSISTED

Allergist-Assisted Suicide

Proctologist-Assisted Suicide

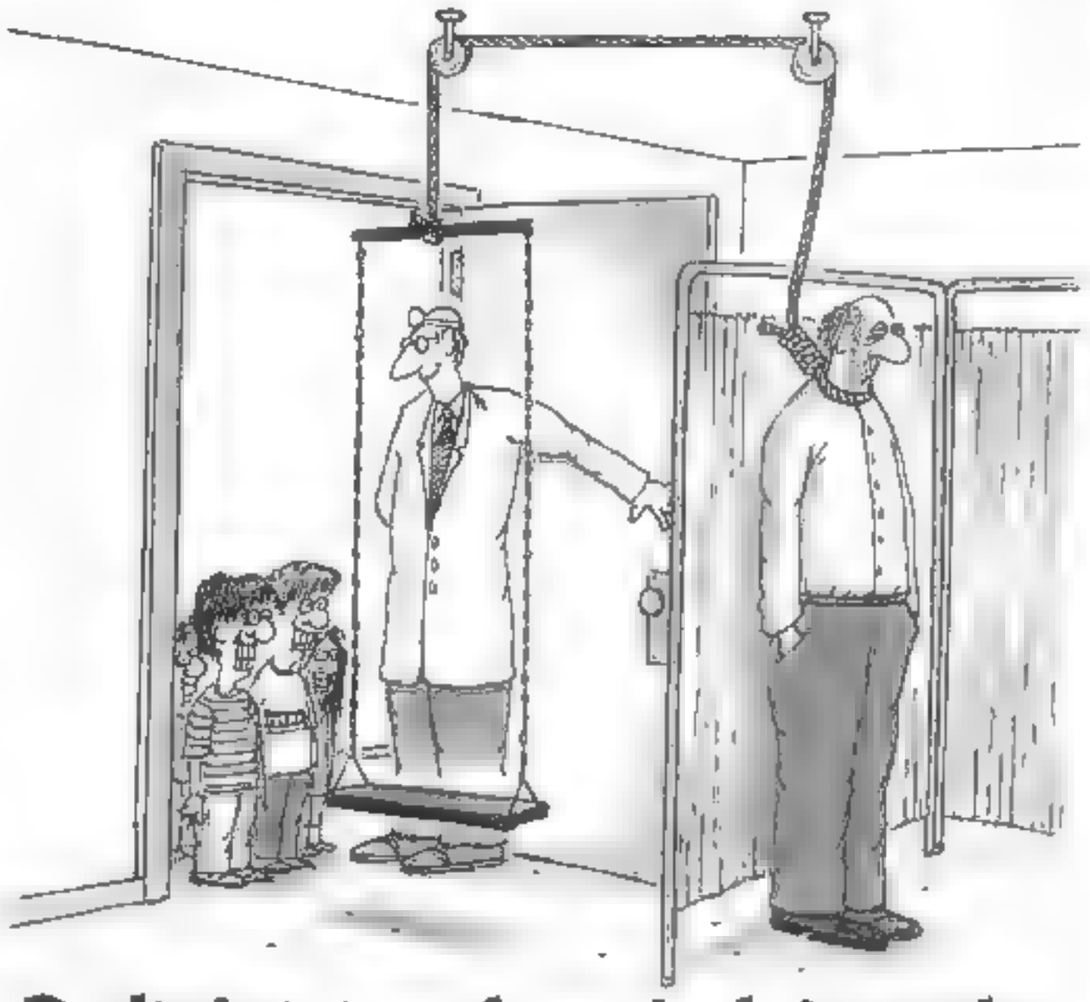
Podiatrist-Assisted Suicide

ARTIST & WRITER TOM CHENEY

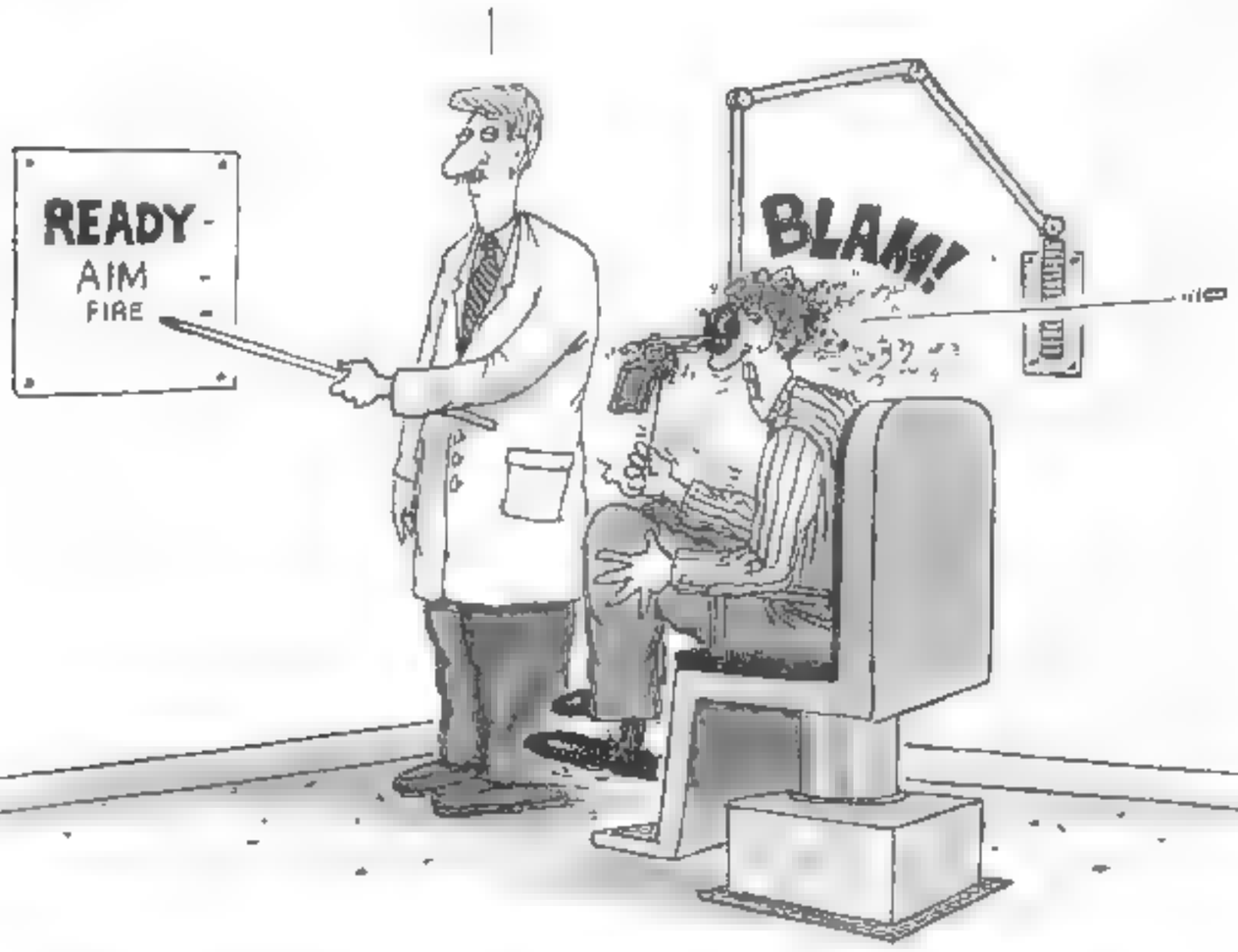
making people unhealthy! Pretty soon, other practitioners of medicine (i.e.: "doctors," you schmuck) are going to hop on the self-inflicted death bandwagon! Better check with your HMO now to see if it's covered, because we're headed for a day...

SUICIDE BECOMES SPECIALIZED

Reflexologist-Assisted Suicide



Pediatrician-Assisted Suicide



Ophthalmologist-Assisted Suicide

Hypnotherapist-Assisted Suicide

VS
BOOM!

KRASH!
?
KLIK!
KLIK!

ARRRGH!

DESTROY

BLACK SPY

BOING!

BA BOOM!

M&E

Hi, I'm **Yawnathan Idiot!** In this sitcom I'm a boring novelist! Before this, my **biggest credit** was the cult film, ***Weekend At Bernie's!*** In that film I **carried a dead guy** around for two hours! In this series I have to **carry four annoying married friends** and a **dull doorman!** Believe me, I **miss** the **dead guy!**

I'm **Slam,** Yawnny's **best buddy** and a lunatic **studio engineer!** This is my wife, **Intrudy!**

We're a **young couple** who's not terribly **amusing** and not especially **believable!** Yet in just **two seasons** we've made **our mark** on TV!

Yeah, we've **single-handedly** set **interracial TV couples back** about **15 years!**

I'm **Mareek!** I'm a **new cast member** on the show! Why did they select me? I'm **blonde,** I'm **loopy** and **Valerie Bertinelli** wouldn't go **near** this **turkey!** Is a **new cast** really going to make a **difference** on a **series** as **flawed** as **this?** As the saying goes, it's like rearranging **deck chairs** on the **Titanic!**

I'm **Wressle!** I'm also a **new cast member,** as well as one of the **few black actors** on NBC Thursday night! It's made an **important statement** — namely that on this show, a **Jew,** an **Asian,** an **English-woman** and an **African-American** can be **equally unfunny!**

I'm **Visine,** and this is my husband, **Mutt!** We were **regulars** on the show **last year!** But we were, uh, **downsized!**

Yeah, as in "**dumped**"! Do you know what it's like to be **not good enough** for **THIS series?** It's like being **waived** by the **New York Jets!**

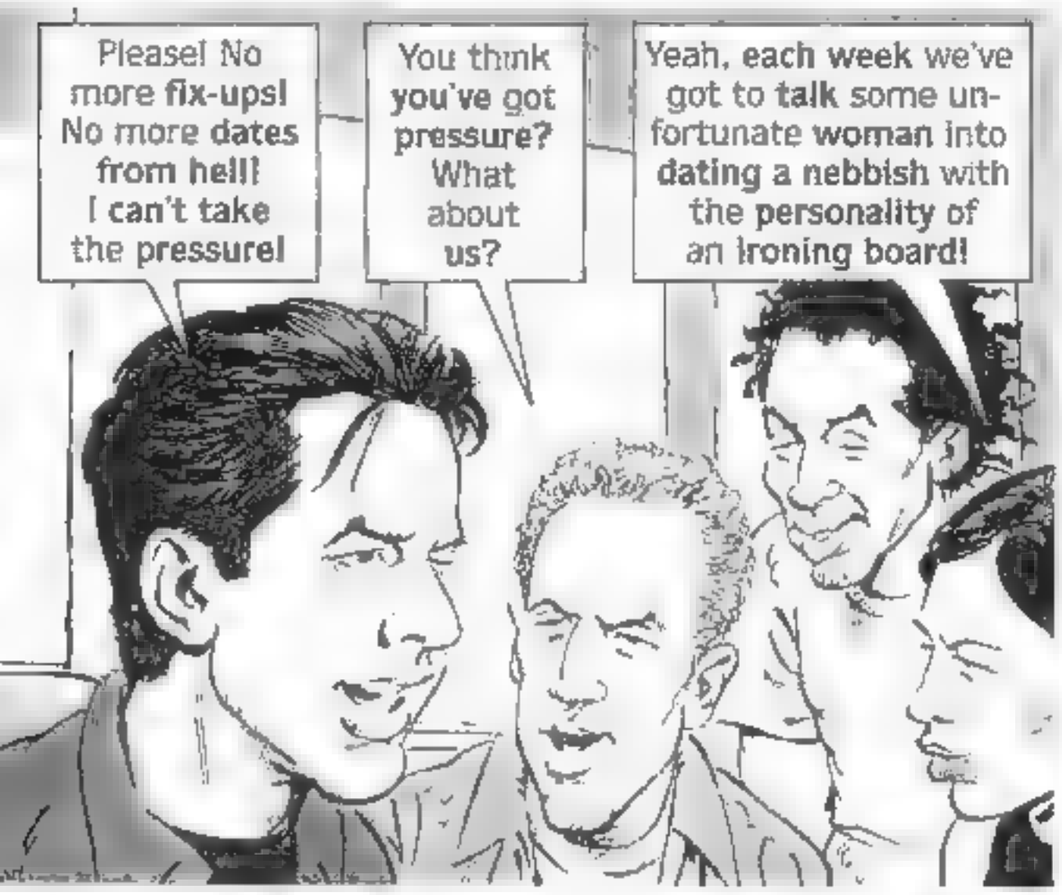
I'm **Moany,** the big lovable **doormat,** er, I mean, **door*man*** of the series! I'm a **veteran** of many **TV** and **movie classics!** The producers hired me to bring wisdom to thse kids! Okay, how's **this** for **wisdom** — this show is ***McHale's Navy*** with a **lobotomy!**

MUST FLEE TV DEPT. If someone helplessly stuck in quicksand makes you laugh out loud, you'll convulse watching...

The Sinking Guy

Welcome to our new hang-out, The Bagel!
Wow! What a daring break-through in TV sitcom locations — a coffee shop!
Yeah! *Seinfeld* has one, *Ellen* has one, *Friends* has one, *Frasier* has one!
We have our own little spin! On this show we don't hear laughs — just sipping!

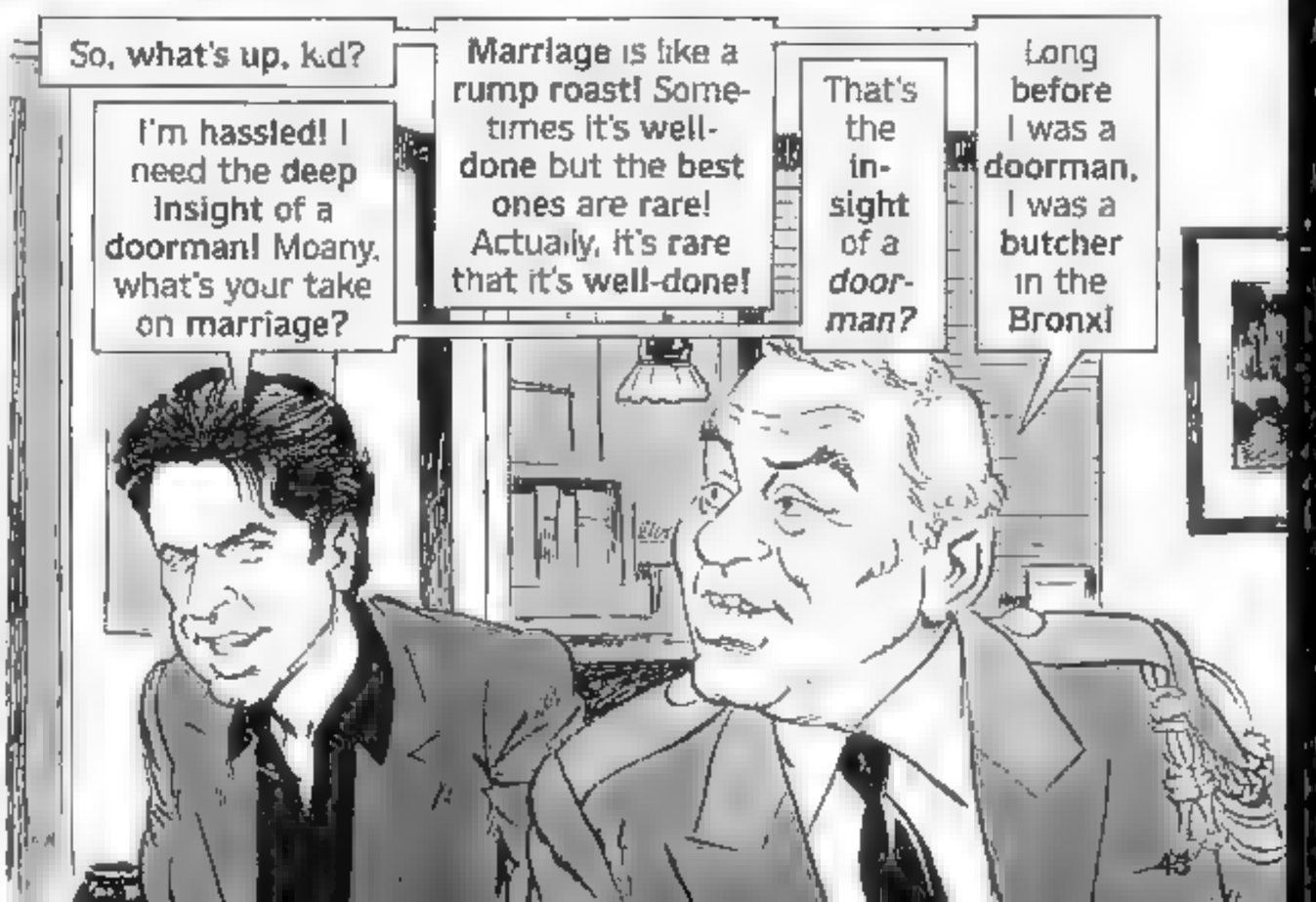
So, what can I get for you?
I'll have a double cappucino and a subplot!
Coming right up! Okay, this week's episode we want the Sinking Guy to get married! HOO-WAH!
Oh, God! Here we go again!


Please! No more fix-ups! No more dates from hell! I can't take the pressure!
You think you've got pressure? What about us?
Yeah, each week we've got to talk some un-fortunate woman into dating a nebbish with the personality of an ironing board!

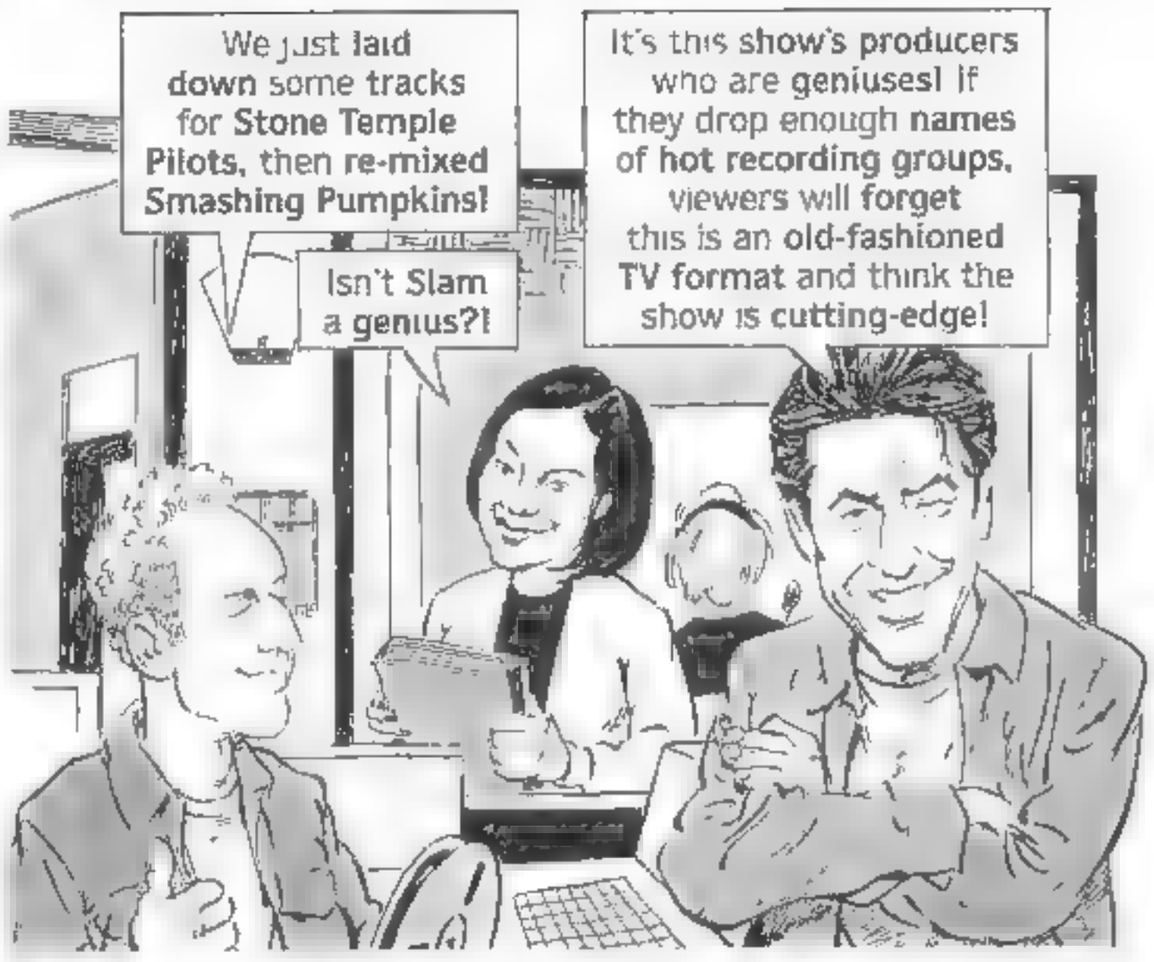
I don't get it! You married people have this bizarre need to turn every-one else into married people!
We want you to have what we have!
You want me to have bonding, fulfillment and enrichment?
No, who has that? We just want you to have the misery we have being married!
EVERYTHING BAGELS
The Beagle

ARTIST: ANGELO TORRES WRITER: JOSH GORDON

Every-body else is married and I'm still dating!
Get a life! I have people out there with real problems! Get out of here!
But who will I talk to?
This is a sitcom! Surely there must be SOMEONE you can confide in — a Priest, a Rabbi, or a doorman with the subtlety of a Boeing 747!

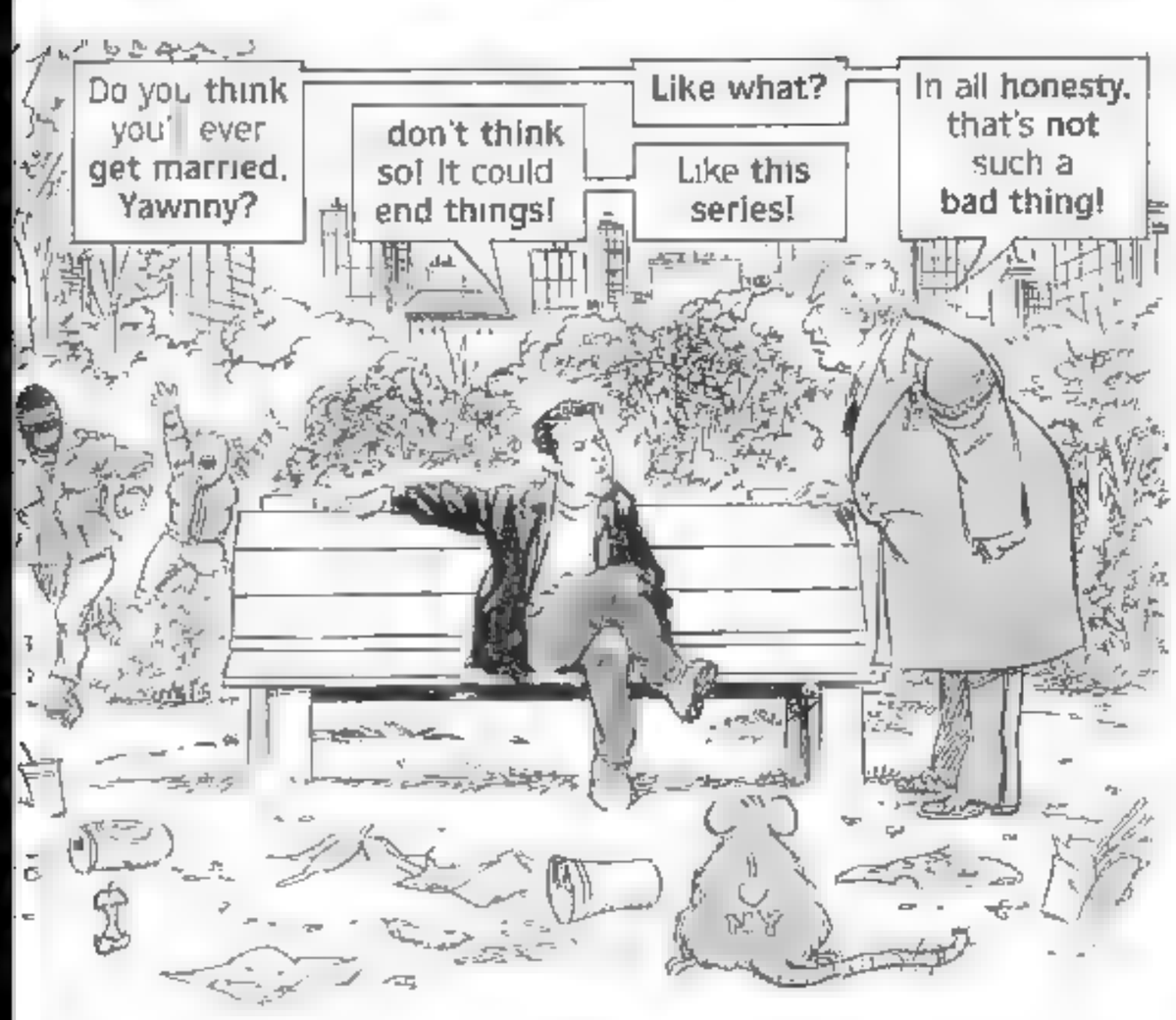

So, what's up, kid?
I'm hassled! I need the deep insight of a doorman! Moany, what's your take on marriage?
Marriage is like a rump roast! Some-times it's well-done but the best ones are rare! Actually, it's rare that it's well-done!
That's the in-sight of a *door-man?*
Long before I was a doorman, I was a butcher in the Bronx!

So how is the book coming?
Not great, Moany! I'm blocked!
You said you had a novel in you!
Not anymore! I think I have a pamphlet in me!


We just laid down some tracks for Stone Temple Pilots, then re-mixed Smashing Pumpkins!
Isn't Slam a genius?!
It's this show's producers who are geniuses! If they drop enough names of hot recording groups, viewers will forget this is an old-fashioned TV format and think the show is cutting-edge!

Dynam te voice-over, Mareek! We ll add strings, a synthesizer, m.x it in post-production! It kick butt!
I've never seen Slam this pumped!
The man is nuts! This is a jingle for low-fat cheese slices!

Te.. me, Intrudy, how's the marriage going with Slam?
I'll be honest! For me it's been the Joy Luckless Club!
Wow! That's refreshing to hear!
What? You appreciate the honesty?
I appreciate the comedy! That's about as funny a line as this show gets!


Do you think you' ever get married, Yawnny?
don't think so! It could end things!
Like what?
Like this series!
In all honesty, that's not such a bad thing!

Guys, I've come to a decision! I want to settle down!
You want to get married, Yawnny?
No! I want to date the same woman four times in a row!
Wow! On this show that's a commitment! We have some new girls for you!

I love you! I despise you! Fondle me! Don't touch me! Call me a cab! Wait! I hate traffic! How about a lap dance?

What's the deal with this loony?

Her name is Sybil! She's got multiple personalities!

And you fixed her up with Yawnny?

It's perfect! Sybil has seven different personalities! Yawnny has none! These two may even themselves out!

Your friends thought we'd hit it off! I'm a glove model!

I'm a novelist!

Wow! I love books!

Do you like Heming-way?

I don't know! Who wrote it?

Check please!

THE LOX

So, thou art the Sinking Guy?

Here's the deal — my friends ran out of dates in New York! So they set me up in Amish country!

We are a simple people! We are not permitted fun or excitement!

You want me to leave?

No! Please stay! You blend right in!

I knew it! I knew this would happen!

What?

You know all those personal ads? The ones where singles say, "I like romantic walks along the beach!"

Yeah? So?

All of them are here at once!

I can't take this anymore! I've had 54 dates in 46 episodes!

Yikes! Yawnny, You're a dating maniac!

I wonder what's the sitcom bachelor record!

You're about on track! You've had fewer dates than Chandler but more than Drew Carey!

I don't get it! What makes this dude the last eligible bachelor in New York? He's a snore! His personality blows!

He's hetero-sexual! He speaks English! And he's not an ax murderer!

In New York City that makes him a great date?

In New York City that makes him Mayor!

Here's my **manuscript!** What do you **think?**

I'm going to have to **sleep on it!**

You'll **call me** in the **morning?**

Call you? I'll just **reach across** the **bed** and **nudge you!**

It **needs work!** It **started strong,** but the **ending** was **flaccid,** with **no climax** to speak of! But I've **never laughed harder!**

I wish you would **stop talking** about my **book!**

Who's **talking** about **the book?**

Yawnny, did **anyone** ever tell you you **write** like **Antonio Banderas** and **make love** like **Truman Capote?**

Uh. .don't you **have** that **reversed?**

Not really!

What do you want to **do tonight?**

I don't know. Yawnny! What do **you** want to **do?**

I don't know! What do **you want** to do, **Marty...** uh, **Moany!**

Please, *please* don't **remind me** that my **career** has **sunk** from that **Academy Award performance** to this **crap sitcom!**

Moany, why can't I **connect** with a **woman?**

Hey, kid, **life isn't** a ***Cosby*** **episode!** Everything doesn't **wrap up** neatly in **30 minutes!**

I appreciate the advice, Moany! It's **very wise!** What about **marriage?**

Look, kid, **don't sweat it!** You're **attractive** in a **low-key, Matthew Broderick** sort of way! I can **imagine** some nice young lady **falling in love** with you!

Really?

Yeah! If you **throw in** a set of **steak knives!**

"MARTY"

Yawnny, we told you to **throw yourself** into your **work**, not the **Hudson**!

The pub-lishers **rejected** my **pamphlet**!

Bummer!

They **said** I may have a **LEAFLET** in me!

I'm **lonely** and very **sad**! I **have nothing**!

Not true! You've got **us**!

Yeah, our **banter**, our **schtick**, our **marriage riff**!

I repeat, I **have nothing**!

My life is a **roller coaster** of **bad dates**! I'm **boring** and **dull**! Let's face it — I'm a **dodder-ing YOUNG man**!

Wrong, Sinking Guy! You've **achieved great success**! You're in the **top ten** in **ratings**!

You're **right**, Slam! I must have **something**!

Yes, you do, Yawnny! You have **friends**!

It's a no-brainer, man! It's **friends**!

All **you guys**?

No! **Them**!!!

Without ***Friends*** as your **lead-in**, you'd be in **deep ca-ca**!

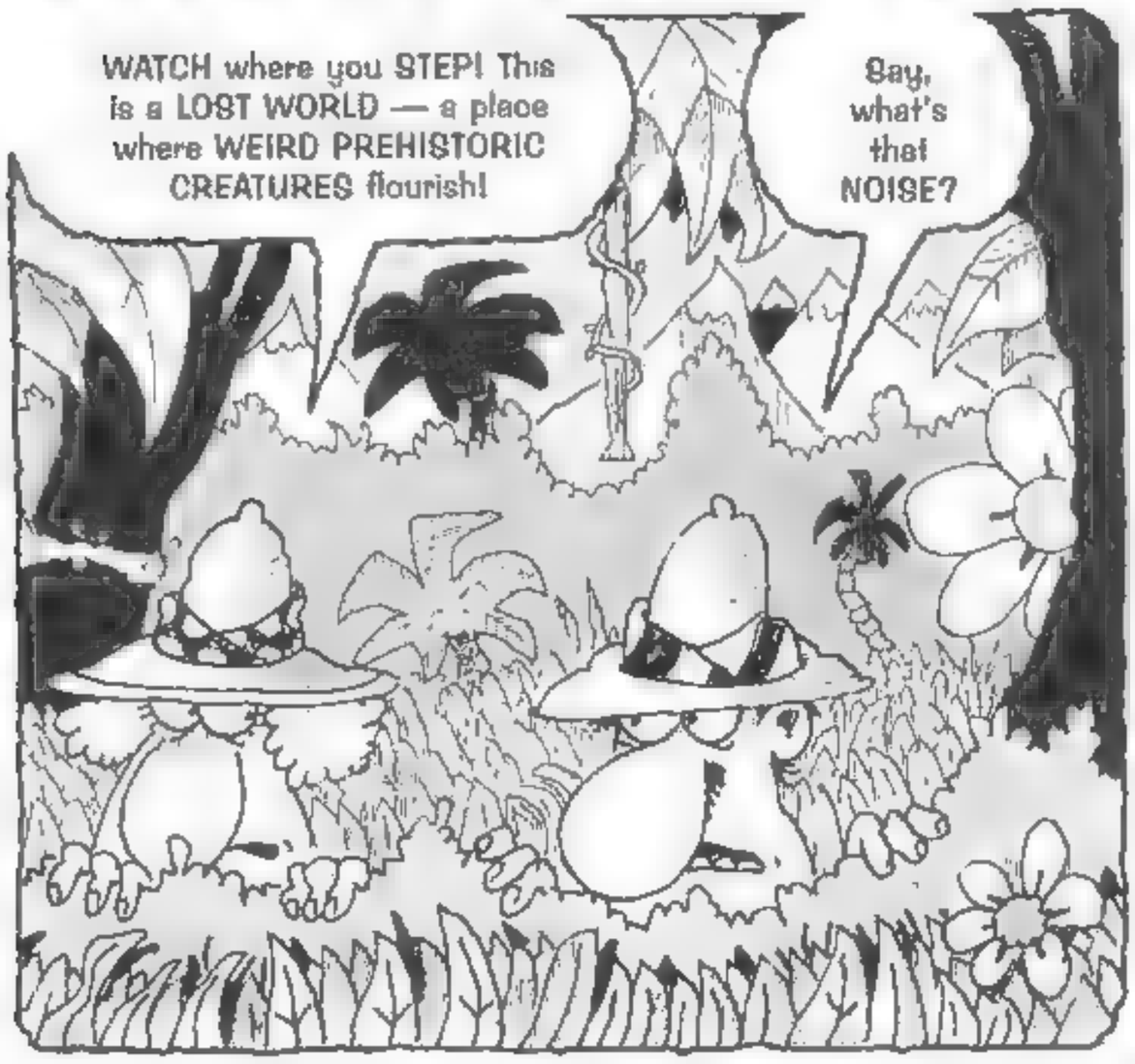
*Though no one told you, you still knew you'd win your slot!**
It's Thursday night! Squeezed tight
Between shows really hot!
With Friends *and Jerry's gang a show does great!*
Doesn't matter if the script, the cast, the plot
Are all second rate!

'Cause we can pull you through —
Thursday's "Must See TV"!
Show's as bad as you —
Become hits on N-B-C!
We supply the glue —
Stick to us we'll pull you throoooooough!

THANKS, NBC!

*Sung to the tune of "The Theme from *Friends*."

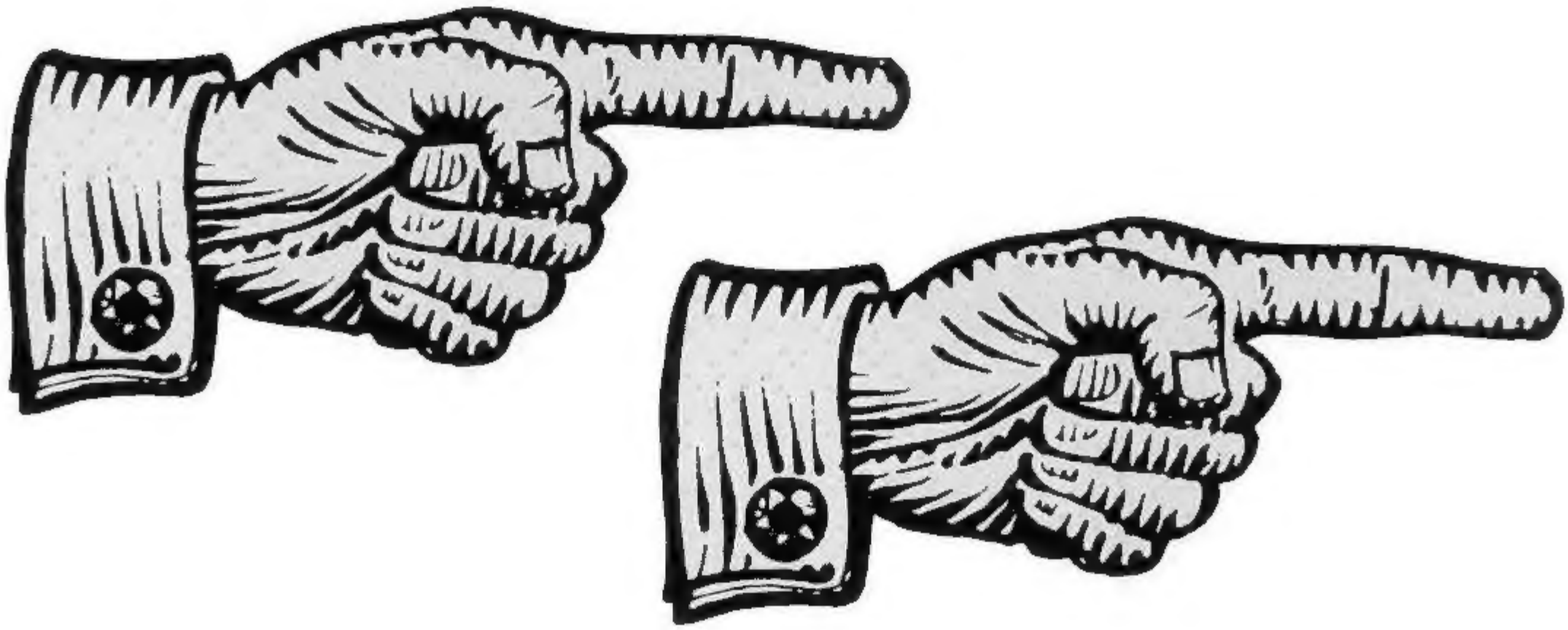
THE JERKY JURASSIC JUNKET



Help (v.) to support, aid assist, oblige, accommodate promote, abet, sustain, bolster

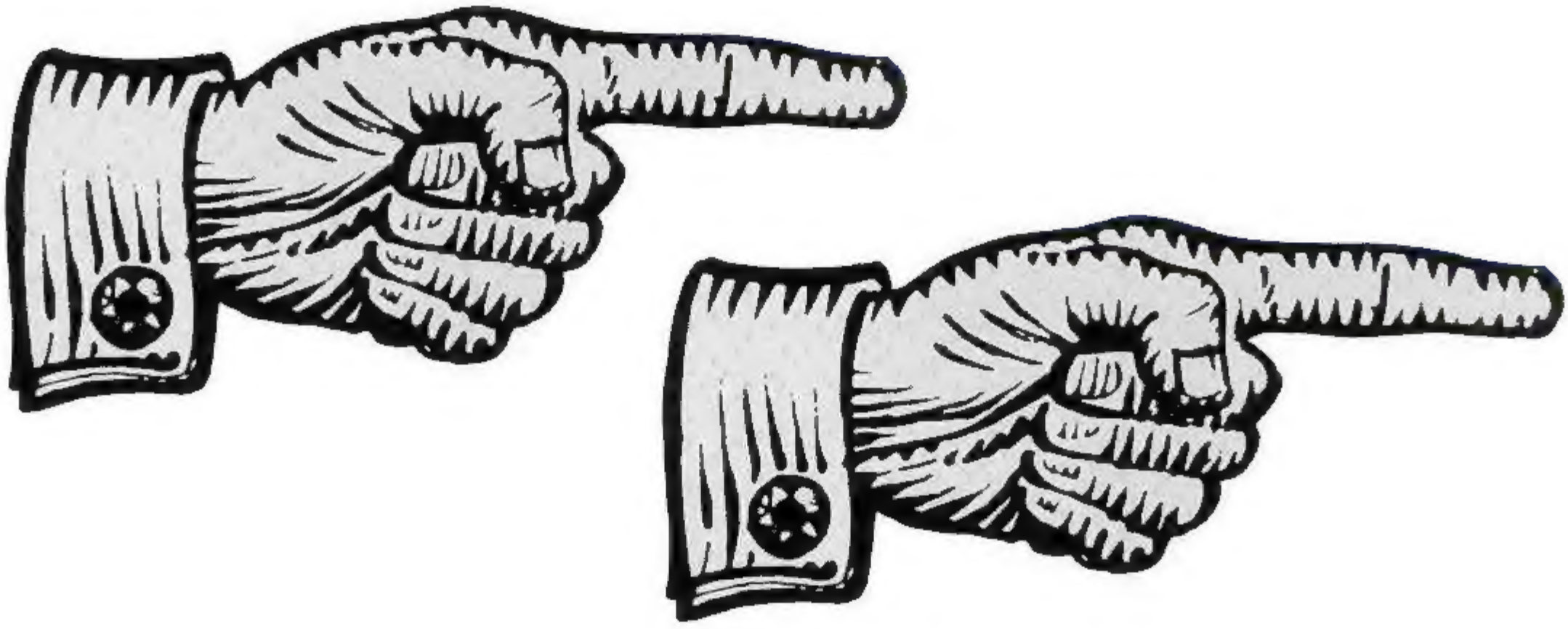
GOOD LORD! It's a THESAURUS REX!!!

ARTIST AND WRITER DUCK EDWING



Nothing to see here!

Please skip ahead.



WHO WILL COME OUT ON TOP IN THIS YEAR'S "MARCH MADNESS?"

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Every year, 64 determined college teams face off in the much-ballyhooed NCAA tournament. To find out who will be the ultimate winner in this year's contest, fold page in as shown.

FOLD PAGE OVER LIKE THIS!

A ▶ FOLD THIS SECTION OVER LEFT ◀ B FOLD BACK SO "A" MEETS "B"

ONCE "MARCH MADNESS" GETS GOING WE WILL SEE AGAIN THE BATTLE TO BE NUMBER ONE AND THE BEST LOOK-ING TEAM MAY NOT BE THE ONE THAT SURVIVES

A ▶ ◀ B

WHO WILL COME OUT ON TOP IN THIS YEAR'S "MARCH MADNESS?"

FOLD PAGE OVER LIKE THIS!

A ▶ ◀ B FOLD BACK SO "A" MEETS "B"

ONCE AGAIN THE BOOK-IES

A ▶ ◀ B

HERE'S EXCITING NEWS!!!

PSYCHIC FIENDS NETWORK®, the original psychic line that has helped more than 10 million obtain higher phone bills, is introducing the

SPECIAL PSYCHIC FIENDS PHONE HOTLINE

"The ff-ff—irst t—ttt-hing ttthe psychic tt—tttold me, wwwaasssss ttthaatt I-I-I s-s-stuttered...a-and sshee ddddoesn't eeven k-k-know mmm-me! AA-AAA-Amazzing!"

NOW YOU CAN SPEAK TO THE WORLD'S MOST TALKATIVE PSYCHICS...AND IT'S FREE!*

The Psychic Fiends Network® is a worldwide legend. By far the most successful and acclaimed psychic line not yet shut down by a government agency! More Americans turn to the Psychic Fiends Network® than all other psychic, guidance or astrology lines combined. Every day we receive thousands of calls from everyday people — government workers, teachers, office workers — virtually anyone whose employer hasn't blocked their access to 1-900 numbers!

The second you call us, we'll start telling you things about yourself. Personal things, such as how gullible you are and how you need to get a life!

As we build your confidence and keep you on the phone longer and longer, we'll tell you life-shattering things, such as if you have an incurable disease, whether your mate is cheating on you, who might want to see you dead and when and if you'll be totally disfigured in a car crash. Of course, all of our life-shattering predictions are for AMUSEMENT PURPOSES ONLY!

WE'RE ALWAYS AS CLOSE AS YOUR TELEPHONE

We know you have concerns day and night, so we're here 24 hours a day, 7 days a week. You can call us as often as your credit card or long distance carrier allows!

NEED PROOF? READ ON!

Famous paid celebrities boast about our services. Our own spokespeople will tell you how wonderful Psychic Fiends Network® is! And Ms. Dionne Wartlick, our founder and single largest stockholder, is our biggest supporter! This respected recording artist is making more money with us than she ever did with her old, saccharine-sweet records.

Dozens of other successful celebrities have had their careers really take off since using the Psychics Fiends Hotline, including former stars of *The Love Boat* and *What's Happening!!* Of course, to mention them by name would mean we'd have to compensate them, and you don't have to be psychic to know we don't want to do that!

Washed-up recording star Ms. Dionne Wartlick had no future until she stumbled into the Psychic Fiends Network business.

WHAT CAN I ASK ABOUT?

Ask about love, romance, career, job, health, money — hell, we don't even care if you ask about recipe shortcuts, lawn care tips or how to get that ugly stain out of your carpet. At $3.99 per minute, no subject is too difficult or trivial for our Master Psychics.

HOW DO I KNOW THE ADVICE I GET IS GOOD?

Because our Master Psychics don't make snap judgments or decisions! After you ask us something, we think, we mull, we confer, we contemplate, we ponder, we deliberate. Often our Master Psychics go into deep trances, which could last 10, 20, 30 minutes or longer. While attaining this higher plane of consciousness, it may sound like you are being put on hold, or that they are taking another call from someone else or have simply gone out on a lunch break. But don't be fooled and above all DON'T HANG UP! We want to be sure you get the right information, and we don't care how long it takes.

CALL US NOW TOLL-FREE AT

1-800-FIENDS!

Be amazed at how fast we can switch you to our high toll 1-900 number!

(In order to call, you must be 18 years or older, or have access to a valid credit card that belongs to someone 18 years or older. Under 18, please pretend you are over 18 and we'll pretend we're not psychic and don't know your real age!)

Remember, this is a **FREE READING**! We'll read to you from the newspaper, *TV Guide*, maybe a phone book. But if you want psychic predictions, now you're talking money! **Call today!**

(*you pay just for the call, the words spoken are FREE!)

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